

**BACHELOR OF BUSINESS
ADMINISTRATION IN RETAILING
(BBARIL)**

**Term-End Examination
June, 2026**

**BRL-012 : VISUAL MERCHANDISING AND
STORE MANAGEMENT**

Time : 2 Hours

Maximum Marks : 50

Note : Attempt any ***five*** questions. Each question carries 10 marks.

1. What is visual merchandising ? Discuss the elements of visual merchandising. 2+8
2. What do you mean by store layout ? Discuss the different types of store layout with relevant examples. 3+7

3. What do you mean by mannequins ? Discuss its different types in retail and also explain the other forms of display. 2+4+4
4. (a) What is harmony ? What are its different forms ? Describe the elements of design one should keep in mind while creating harmony.
- (b) What is rhythm ? Discuss the ways through which rhythm can be created.
- 5+5
5. (a) What are planograms and their benefits ? 5
- (b) Distinguish between microspace planogram and macrospace planogram with examples. 5
6. Enumerate the Visual Merchandise approach that can be used for different types of retail formats. 10

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7. Discuss the salient features of display approach for apparels. 10
8. Write notes on any *two* of the following : 5+5
- (a) Shelf Schematic Report
 - (b) Pallets *vs.* Gondolas
 - (c) Online Visual Merchandising
 - (d) Food Courts *vs.* Restaurants.

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