

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 3683

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Unique Paper Code : 6322481201

Name of the Paper : Store Display and Visual
Merchandising (DSC-4)

Name of the Course : **B.Voc.-Retail Management
& IT**

Semester : II

Duration : 3 Hours

Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. **All** questions carry equal marks.
3. Attempt **five out** of the given questions.

1. How can store layout affect the customer's shopping experience? What are the different types of store layout used in retail? (8,10)
2. What is the importance of storytelling and narrative in marketing communication in retail store? Explain with the help of examples. (10,8)

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3. What is visual merchandising and why is it important in retail? Describe the key components of an effective visual merchandising strategy. (7,11)
4. What is merchandise management and why is it important in retail? Describe the key components of an effective merchandise management strategy. (10,8)
5. Describe the concept of integrated marketing communication and its benefits for retail stores. How can retailers leverage digital marketing channels, such as social media or email marketing, in their marketing communication? (9,9)
6. What is the importance of demand forecasting in merchandise management? Discuss the role of merchandising calendars and seasonal planning in merchandise management. (9,9)
7. Explain the concept of a focal point in a store display and its significance. How can a retailer use color schemes and lighting to enhance a store display? (8,10)
8. Write short notes on the following :- (6×3=18)
 - (a) Fixture
 - (b) Atmospherics
 - (c) Planogram

(500)