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The management now wants to improve its in-store communication strategy to enhance customer experience and increase sales.

- (a) Explain the concept and objectives of managing communication in a retail store. (4)
- (b) Identify the key communication issues faced by SuperMart. (4)
- (c) Discuss the role of signage, graphics, and thematic communication in improving store communication. (6)
- (d) Explain how implementing a proper store layout and organized product display can improve customer navigation and sales. (4)
8. Write short notes on the following : (6×3=18)
- (a) Atmospherics
- (b) Point of Purchase
- (c) Planogram

(100)

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 3623

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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.
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1. How can the store layout and display affect the customer's shopping experience? Give relevant examples. (18)

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2. How can a retailer use props, fixtures, and textures to enhance a store display? Describe the concept of interactive displays and their benefits in a retail setting. (9,9)
3. What are the different channels and mediums retailers can use for marketing communication? (18)
4. What is the significance of product placement and arrangement in visual merchandising? What are some strategies for creating visually appealing and engaging product displays? (10,8)
5. What are the different types of visual merchandising techniques commonly used in retail? Explain the concept of window displays and their role in visual merchandising. (10,8)
6. What are the strategies for managing promotional and clearance merchandise in merchandise management? (18)

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7. Case study Question-

(18)

A large retail chain, SuperMart, has recently renovated its stores but is still facing issues with customer satisfaction and declining sales. Customers complain that they find it difficult to locate products, understand promotional offers, and navigate through the store efficiently.

An internal audit reveals:

- Poor and inconsistent signage across departments
- Lack of clear thematic communication (no unified store message or theme)
- Ineffective use of graphics, making displays unattractive
- Absence of a proper store loop, leading to random customer movement
- Disorganized product displays, making shopping confusing

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