

**PGDM (RM), 2019-21  
VISUAL MERCHANDISING  
RM-307**

**Trimester – III, End-Term Examination: June 2020**

Time allowed: 1 Hrs 30 Min  
Max Marks: 30

Roll No: _____
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**[CILO 1]  
CASELET 1**

**MM: 10**

Ben is a selling associate who works for a national department store chain that targets the middle-income suburban family. The store's retail image is one of affordable but trend right fashion for all members of the family. Ben's selling department carries workdays casual clothing for men – assorted sweaters, dress slacks, casual woven shirts, knit polo shirts, and some accessories. The overall fashion statement is fairly conservative, and the store's presentation style has been detailed in the company's Corporate Display Guidelines. Visual merchandisers implement new wall and selling floor planogram (layouts) sent from corporate headquarters every 10 days.

Ben likes to watch visual merchandising specialists at work. It looks like an exciting job, with freedom to do different activities throughout the store instead of having to stay in one department. In fact, he hopes to work in the visual department one day. Ben's only current display responsibility is to make sure that a coordinated outfit is shown on the front of every feature fixture in his area.

One evening, when business was slow, Ben noticed that the display forms on the side wall of his selling area featured merchandise that was nearly sold out. Although he needed to complete his own assigned tasks, and wall presentation was the responsibility of the visual merchandising specialist, Ben decided to change the display. Ben reasoned that this show of initiative would demonstrate to the store manager that he was ready to move into the next available visual merchandising position.

First he removed the display forms and outfits from the wall. Then, using a visual merchandising technique he'd seen once in a store window that he'd liked, Ben tied monofilament to hangers and began to "fly" the garments high on the wall over the selling fixtures. The project took over 2 hours, and he didn't have to complete his assigned tasks. In addition, he lost balance and almost fell off the ladder near a shopper's child.

When he was finished, Ben was pleased with himself. He thought his presentation was much more interesting than anything he'd seen set up by the department's visual specialist. Besides, Ben told himself, the specialist seemed to do all of his work one eye on the Guidelines for Display section in the company's policy and procedure manual. How creative was that ?

The next morning, Ben enthusiastically showed his display to the store manager and the visual specialist. To emphasize how challenging the project had been, he even described how he'd almost fallen off the ladder. The manager and the specialist were not pleased. The store manager told Ben that he'd overstepped his responsibilities and violated company guidelines for presentation. Then he directed the visual merchandiser to replace Ben's display immediately. Ben was crushed.

1. Did Ben really do something wrong ? **MM : 1.0**
2. Why do you think the store manager was upset with him ? **MM : 1.5**
3. What's so important about the style for display in the department ? **MM : 2.5**
4. Isn't having sold-down merchandise off the wall more important than who actually does a display? **MM : 2.5**
5. Could Ben have communicated his interest in a visual position more appropriately? How ? **MM : 2.5**

**[CILO 3]**

**MM:10**

## **CASELET 2**

Karen, the winning manager, is from a store that carries both women's executive wear and workday casual apparel, in a moderate price range. After talking to her, Judy(VM Consultant) learns that Karen not only owns the store but also purchases all of its merchandise. Even though Karen is excited to have Judy reset one of the walls in her store. She seems a bit uncertain about the outcome. Karen is accustomed to doing all of the presentation work herself and, frankly, she thinks she's very good at it.

Judy senses Karen's hesitation. Judy knows she must satisfy Karen because the success of this job is critical in developing future visual merchandising accounts in the store. She must find a way to gain Karen's confidence and her enthusiastic support. They agree to meet in Karen's store on the following Monday.

When Judy analyzes Karen's current wall setups, she finds that several critical visual elements are missing from the displays . In Judy's opinion, Karen's current wall treatment, featuring only tops, is colorless and monotonous, Furthermore, some of the displayed tops are suitable for executive wear and some are clearly casual – sending a mixed end-use message to shoppers.

Judy notices that Karen has used no props or mannequin alternatives to enhance the wall or any of her other presentations in the store. When she asks about them, Karen tells her that she doesn't think props are important. "If the merchandise does not speak for itself," Karen says, "I don't think adding props will help." She then adds, "I don't sell props, I sell clothes."

The outcome of this job for Karen will affect Judy's future business. She knows that she is working with a store manager who is uncertain about her (Judy's) abilities and is likely to feel threatened by any negative comments on her present display efforts. To make it even more difficult, Judy sees nothing on hand, not even a sign, to enhance any presentation she does right now.

6. How might Judy approach the subject of adding props, graphics, signing, or any other elements in her "demo" wall treatment for Karen's store? **MM : 2.5**
7. Is there any additional activity that could help Judy gain Karen's confidence ? **MM : 2.5**
8. What can Judy do to create a new, exciting presentation on a wall featuring nothing but tops? What can she do without any props? **MM : 2.5**
9. Mention the color story for the planogram. **MM : 2.5**

**[CILO 2]**

**MM: 10**

### **CASELET 3**

Five years ago, Amanda's opened its doors for business and began a most profitable venture in junior clothing retailing. The merchandise assortment featured just about everything the customer would need to complete her wardrobe. Clothing appropriate for the junior executive at work, active sportswear, and evening wear were the classifications that dominated the selling floor.

The company's success has enabled it to refurbish the store. New flooring, lighting, fixtures, and wall coverings have been selected and work is about to begin in the store. Management would like to expand its existing selling floor, but the acquisition of new space is impossible. With the boom that has taken place in the area, there is virtually nothing for the company to acquire.

In an attempt to capitalize on the space they have, Amanda's has decided to minimize sales support space and expand sales areas. Among the areas affected by the reallocation of space is visual merchandising. Although a significant sum has been earmarked for new mannequins, the visual merchandising department's manager has been informed to limit plans for the refurbished store to ten mannequins instead of the fifteen they presently use. While it is true that some of the mannequins rested in storage while others were on display, the new edict raises doubts about the ability to visually merchandise active sportswear, for example, on the same mannequins used for displaying evening wear. Still, the storage space, now limited in size, couldn't handle storing any mannequins until they were needed. The new mannequins must be able to accommodate all types of merchandise effectively. Already cut to the bone in storage space, the new mannequin purchase has yet to be resolved.

10. Given the space limitations and the limit of ten mannequins, how could the visual merchandiser solve the problem? Remember that the same merchandise assortment will fill the newly refurbished store. **MM : 05**
11. What can be the sustainable goals of a visual merchandiser? **MM : 05**