

PGDM (RM), 2020-22

Visual Merchandising

RM-208

Trimester – II, End-Term Examination: January 2021

Time allowed: 2 Hrs 30 Min

Max Marks: 50

Roll No: _____

Instruction: Students are required to write Roll No on every page of the question paper, writing anything except the Roll No will be treated as **Unfair Means**. All other instructions on the reverse of Admit Card should be followed meticulously.

Sections	No. of Questions to attempt	Marks	Total Marks
A	Answer all questions and CILO (Course Intended Learning Outcome) covered	6*5	30
B	Answer 1 questions with internal choices and CILO covered (as an example)	20	20
			50

'Set A'

Q1) What does atmosphere of a store denote? How does one assess it? Explain. (5 marks)

Q2) What is AIDA in context to stores? How does it effect VM & retail businesses? (5 marks)

Q3) what are Primary & Secondary Colours? (5 marks)

Q4) what are the 5 main criteria of Lighting, explain briefly. (5 marks)

Q5) Explain any 2 of the following: (5 marks Each)

- Color Blocking
- Price Ladder
- Gradation.

Q6) Organizing to Sell': explain this concept and your understanding of this concept. (20 marks)

Or

Explain the case study of your local Fruit Vendor near your home. What techniques of segregation and techniques of VM he uses. (20 marks)

