

**PGDM (RM), 2014-16
Visual Merchandising
RM - 407**

Trimester –IV, End-Term Examination: September 2015

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**. In case of rough work please use answer sheet.

Imp – Students will not be assessed on the drawing skills but on concept understanding and knowledge.

Sections	No. of Questions to attempt	Marks	Marks
A	3 out of 5 (Short Questions)	5 Marks each	3*5 = 15
B	2 out of 3 (Long Questions)	10 Marks each	2*10 = 20
C	Compulsory Case Study	15 Marks	15
		Total Marks	50

Section A

Attempt any 3 questions.

3*5 = 15 marks

- a. "Visual merchandising strategy is the art and science of enlightening your target consumers through creative nonverbal communication." Comment
- b. What are different types of display settings? Explain with appropriate examples
- c. Explain any three types of windows with appropriate drawings.
- d. What are the different ways in which grouping of merchandise can be done?
- e. What are graphics? What is the importance of graphics in modern retail?

TURN OVER

Section B

Attempt any 2 questions

2*10 = 20 marks

- a. Explain how the storefront is a transition area between the street or mall and the store itself. This transition space must meet the shoppers' expectations.
- b. "The relationship of the area allocated to display, service, and circulation forms the core of the design of a retail store". Comment
- c. Design a store layout for a retailer selling casual clothes for boys and girls (age group 14 – 25 years) also suggest appropriate floor and wall fixtures.

Section C

Caselet

15 marks

In each of the first five years in business, Caryn-Sheri Unlimited has enjoyed a significant increase in sales. So successful is the shop that the partners are embarking on an expansion program. They plan to open two new units within the next five years and additional shops if they continue to be profitable.

Caryn-Sheri Unlimited specializes in active sportswear for women at a price point that appeals to those in the Rs.35,000 to Rs.60,000 income bracket. The stores were designed to resemble a workout or exercise facility. The decor uses various types of equipment found in a gymnasium to display the merchandise.

While both partners are enthusiastic about expansion, they are in complete disagreement over the focus of the store design for their new venture. Caryn, the more practical partner, believes the new stores should duplicate the first in all aspects. The interior and the window design have proved to be beneficial. Why mess with success? Sheri, the more creative partner, believes that although they are successful, they are limiting their market to those interested in the merchandise only for use in physical exercise. She favors a design that would minimize the gymnasium atmosphere and develop an environment showing the merchandise in other uses. Her rationale is that much more could be sold if the message were that active sportswear is equally suitable for streetwear. Caryn counters that a chain organization should have all of its units similar to each other. She believes that a different design might take away from the appeal that has contributed to their success.

Questions

1. Is it necessary for all stores in a company to have a uniform appearance?
2. With which partner do you agree? Why
3. Can a plan be developed to satisfy the beliefs of both partners? Describe such a plan.