

PGDM (RM) 2017-19  
VISUAL MERCHANDISING  
RM-203

Trimester – II / V, End-Term Examination: December 2017

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	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
		<b>Total Marks</b>	<b>50</b>

**PART A**

1. Explain the Visual Merchandising model based on AIDCS.
2. Explain various steps of dismantling the mannequins?
3. What are the different ways in which grouping of merchandise can be done?
4. What are the different printing materials used for in-store communication?
5. What process is followed for designing the POP fixture?

**PART B**

6. Enumerate the various ways in which graphics can be used in a retail store.
7. Explain different types of wall and floor fixtures?
8. Design a docket based on 3 closed back windows, 3 open back windows (Square and rectangular both) with 2 focal points based on theme "SALE".



## PART C

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.

### Question

1. 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/renovation store. (7.5)
2. What are the different mannequin options available to VM? (7.5)