

PGDM (RM)

2016-18 Batch

Subject Name : Visual Merchandising

Subject Code:305

Trimester – III, End-Term Examination: March 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       | $3 \times 5 = 15$  |
| B        | 2 out of 3 (Long Questions)  | 10 Marks each      | $2 \times 10 = 20$ |
| C        | Compulsory Long Question     | 15 Marks           | 15                 |
|          |                              | <b>Total Marks</b> | <b>50</b>          |

### Section A

Attempt any 3 questions out of 5. Each question carries 5 marks. Write concise answers and illustrate wherever required.

1. Definition of VM
2. Atmosphere of a store
3. Color blocking
4. Price Ladder
5. Monochromatic

### Section B

Attempt any 2 question out of 3. Each question carries 10 marks.

1. What are the different types of communication in a store, explain briefly.
2. What are the main things to keep in mind while designing a fruit & vegetable vendor's stall?
3. What are the different types of lighting and how would you use them while planning a store layout?

### Section C

Compulsory long question

1. Please explain Media & Techniques of VM in a store. Explain 3 of each.