

PGDM (RM), 2015-17
Visual Merchandising
RM - 304

Trimester – III, End-Term Examination: March 2016

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
		Total Marks	50

Section A

Attempt any 3 questions.

3*5 = 15 marks

1. How various elements in the store exterior help the retailer in promotions?
2. Explain the flowchart from inception of theme to vendor payment in a retail store.
3. Raise a purchase order for a Vendor Deep Graphics Graphics, Laxmi Nagar, Delhi, for Window Backdrop size (10' x 10') quantity 02 & Window Glass size (10' x 3')quantity 02 for a store in lifestyle retailing. Clearly mention the assumptions regarding price of various materials.
4. Explain the method of calculating the fixture capacity with an appropriate example.
5. Discuss the role of graphics in modern retail.

Section B

Attempt any 2 questions

2*10 = 20 marks

1. "Visual Merchandising (VM) is the art of presentation, which puts the merchandise in focus. It educates the customers, creates desire and finally augments the selling process". Comment.

2. "Window displays can create magical impact on the psyche of a customer, compelling them to enter the store, browse and buy." Explain the statement suitable examples
3. Enumerate how Incorporating appropriate **props** , correct **signage** and **graphics** support the displays and communicate to the customer

Section C

Caselet

15 marks

Jolie Couture is a high-fashion retailer specializing in clothing for the sophisticated female. Typical of its clientele is the customer who spends freely on original designs and appreciates pampering and special service. The company was established thirty-five years ago with its first shop in Palm Beach, Florida, and has grown to an organization of ten salons in places such as Dallas, Texas, and Beverly Hills, California.

The company is about to embark on a new venture. It plans to open a series of stores under the name Jolie Couture 11 that will be a separate division of the company. These stores will be upscale, high-fashion shops but will be different from the original store's concept. While Jolie Couture specializes in original designs from all over the world as well as custom-made, in-house styles, the new stores will concentrate on designer labels, with little emphasis on custom design. They expect to attract a larger market since the merchandise assortment will be more readily accessible to more women.

The concept has been enthusiastically received by the various levels of management, but there is still one problem that hasn't been resolved. Peter Cordon, director of visual merchandising for the company, has presented his concept of the physical structure of the new stores. His ideas are in contrast to those in evidence at the original Jolie Couture shops. In the original locations, the storefronts have windows that do not allow observation of the interior. Each unit in the chain features a pair of parallel-to-sidewalk windows framed in marble. The style suggests elegance and has proven to be a successful showcase for the store's custom merchandise.

Peter's recommendation for the new shops is quite different. He wants to use the entire store, elegantly furnished, as a window. He suggests a floor-to-ceiling glass front that would enable passersby to see into the store. The glass front would be dramatically illuminated from the outside.

Martha Peabody, vice president for merchandising, is not in total agreement and feels strongly that the concept will take away from the exclusivity now enjoyed by the company. The management team is divided in its feelings, half agreeing with Peter and half with Martha.

Questions

1. With whom do you agree? Defend your answer.
2. How could both parties be accommodated? Suggest a design that could satisfy each group.