

**PGDM (RM), 2013-15**  
**VISUAL MERCHANDISING**  
**RM-304**

Trimester – III, End-Term Examination: April 2014

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.

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>

**Section – A**

**Answer any three Questions:**

( 3\*5 = 15 )

- Q1. Monochromatic scheme would be ideal for which kind of merchandise?
- Q2. How can texture affect colour? Give examples to support your answer.
- Q3. Explain when you would be using a masking technique in window display?
- Q4. When is rehabilitation of a store done?
- Q5. Incandescent lights would be best suited for which kind of store?

**Section – B**

**Answer any two Questions:**

(2\*10 = 20 )

- Q1. What factors should be kept in mind while planning store lighting?
- Q2. How Displays have evolved from 1950's to the present?
- Q3. "Successful retailers are aware of and satisfy shoppers' expectations in decor and presentation. All VMs must know their products well and know their target customers' wants and needs. Disappointing a customer is negative retailing." Justify the statement with suitable Examples.

**Turn Over**

## SECTION – C

**Q1. Read the case and answer the given question.**

**(15 marks)**

The objective for the design of the new La-Z-Boy retail showroom was quite simple: "Create a style-focused format incorporating the company's new logo into a fresh, contemporary environment that caters to the needs of a female demographic and offers an easy to-navigate, family-friendly shopping environment." La-Z-Boy has for many years been much more than overstuffed reclining lounge chairs. In addition, the company presents a whole home furnishing experience that includes sofas, chairs, leather upholstery, tables, lamps, home accessories—and, of course—recliners. There is also professional design service available. For the new, 15,000+ sq. ft. prototype store designed by JGA, Inc of Southfield, MI, the designers targeted "working women, married with children, homeowners, ages 25 to 55, college educated and with annual household incomes of over \$50,000." The store exterior now emphasizes the new logo and signage presentation which reflects the combination of traditional and contemporary offerings—a change in style and focus. The addition of lifestyle graphics in key window areas "focuses on the emotions of the merchandise." Inside the store with its 13 ft. high ceilings, the new format stresses the Design Center which is now located in the center of the space. Clearly defined, easy-to-navigate, hard surface circulation paths lead to the heart of the matter. In addition to the interactive La-Z-Boy Screen Test video catalog which allows customers to "virtually" design their own furniture, there is a fun and educational play area where children can be entertained while the parents work with the design consultants. The wide circular pathways lead to the various furniture galleries or categories: Living Room, Family Room, Leather, and Recliners. The aisles are wide enough so that parents with children in hand or pushing strollers or carriages have free and easy access. A colorful signage program directs shoppers through the store and vignette settings are set out along the paths as full displays to inspire customers and offer design suggestions based on available merchandise. There is also an extended accessories department that includes a selection of tables, lamps, home décor and rugs. Throughout, the designers maintained a neutral palette that complements the furniture finishes and upholstery. The varied ceiling heights plus the ceiling graphics and signage not only help to highlight the Design Center but they create a "sense of zones to accentuate the four targeted areas of emphasis." A new graphic program includes the previously mentioned La-Z-Boy Story as well as an updated recliner graphic wall which helps shoppers identify with the heritage brand. "Recognizing that men and women shop differently—men want a chair—women want an ensemble—the new environment brings the physical store and brand image together to create a seamless emotional tie between the customer and the brand within the store environment."

**Q). La-Z-Boy is opening a new retail show room of 5000 (50 X 100) square feet in DLF Emporio located in Delhi and you have been appointed as the store manager. Using your V.M. knowledge suggest how the same image can be maintained by the Brand in the limited space? Give an effective store plan for the same.**