

PGDM(RM), 2018-20  
Visual Merchandising  
RM - 304 203

Trimester – II, End-Term Examination: December 2018

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>

### Section A

Attempt any 3 questions.

3\*5 = 15 marks

1. Why is it important for a visual merchandiser to have local, national, and international awareness?
2. What is the association of graphics with lifestyle? Comment
3. "Every retail store is struggling for larger market share. Retail stores are rolling out digital screens in windows, high point visuals, Focal points, Columns etc. replacing traditional graphics printing materials flex and vinyl with digital screens " Critically analyze the statement
4. Explain the various components of a window.
5. "Mannequins are of a great help for both the retailers and the customers". Comment

### Section B

Attempt any 2 questions

2\*10 = 20 marks

1. "Visual Merchandising is the presentation of a store and its merchandise to the customer through the teamwork of the store's advertising, display, special events, fashion coordination, and merchandising department in order to sell the goods and services offered by the store." Comment

TURN OVER

1 of 2

2. Describe the gondola fixtures and Superquads and the purpose that it serves for the visual merchandiser?

3. How a Visual Merchandiser prepares himself/herself for store wide event? Explain

## Section C

### Caselet

15 marks

Boring and monotonous are perhaps the two most appropriate terms to describe the windows at Brown & Co., a children's specialty shop in southern Florida. The operation is a typical small store that grosses \$250,000 annually, employs five people whose primary responsibility is sales, and is co-managed by John and Edith Brown, the proprietors.

In addition to the responsibilities of buying and merchandising, handling customer complaints, and arranging adjustments, the Browns have tried trimming/designing/VM their store windows. The company formerly employed a freelancer who accomplished the task satisfactorily but didn't achieve outstanding results. When the trimmer/VM decided to retire, the partners investigated other freelancers but could not find anyone to fit their budget. They felt the costs simply outweighed the benefits they would derive from professional window displays. The only route left was to do the windows themselves.

Edith, originally a fine arts major in college, felt that her early training would be applicable to visual merchandising. She was familiar with color selection, as well as some of the rules of balance, proportion, and harmony. Armed with this knowledge she trimmed her first window, a back-to-school installation. She purchased the display accessories usually associated with this theme from the area's display house and perfectly balanced them in the window, so perfectly that one side was a mirror image of the other. The result was a dull presentation that didn't seem to catch her customers' attention.

Not yet willing to cry "help" to a freelancer, the Browns want to try again. They just aren't sure how to make the new effort a traffic stopper.

### Questions

1. What principles were neglected that could improve the first display's appearance?
2. What props could you suggest that the Browns use instead of traditional back-to-school banners, rulers, and so on?
3. Aside from formal instruction, how might they improve their ability to achieve exciting displays?