

2123

B. Voc. (Retail Management)

First Semester

RSC-103: Product Display and Visual Merchandising

Time allowed: 3 Hours

Max. Marks: 80

*NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit. All questions carry equal marks.*

X-X-X

I. Attempt any four of the following:-

- a) What is Display information?
- b) What is the need of using cleaning materials in retail stores?
- c) Why is it necessary to give information about ingredients of products for sale?
- d) Who is a Visual merchandiser?
- e) How does lighting help in display of products?
- f) How is progress of deliveries monitored?

### UNIT - I

II. Explain the basic principles for good display and presentation of products.

III. Explains the various controls needed in effective display of products in a retail store.

### UNIT - II

IV. Explain the procedure a store operator should follow to reject and isolate the failed products.

V. Explain how the contingencies for display equipment and accessory failure can be identified and minimized.

### UNIT - III

VI. What are the different approaches to designing displays for different types of merchandise, and why these are effective?

VII. What is the role of displays in marketing, promotional and sales campaign in retail? Explain.

### UNIT - IV

VIII. Explain in detail the various company policies for Visual design.

IX. Why is it necessary to update stock records for merchandise on display and how is it done?

X-X-X