

Exam. Code: 1301

Sub. Code: 9203

2022

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.

X-X-X

I. Attempt any four of the following:-

- a) What is display information?
- b) What is meant by safe handling of display products?
- c) What is the importance of design brief?
- d) What is the role of display in sales campaigns?
- e) How can product be dismantled?
- f) What is the role of 'lighting' in visual effects?

(4x4)

UNIT - I

- II. What are the basic principles for good display of products? (16)
- III. What objectives can be met by selecting specific products for display? (16)

UNIT - II

- IV. What is the procedure for rejecting and isolating failed products? (16)
- V. Write a detailed note on Product labelling. Why is it important to label a product? (16)

UNIT - III

- VI. Explain the role of a visual merchandiser. (16)
- VII. Explain the different approaches to designing displays for different types of merchandise. (16)

P.T.O.

UNIT - IV

- VIII. What is the need to update stock records to account for merchandise on display?
How is it done? (16)
- IX. What company policies can be made for visual design of product displays? Discuss. (16)

x-x-x