

1129

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. I which is compulsory and selecting one question from each Unit.

x-x-x

I. Attempt any four of the following:-

- a) Write short note on product display.
- b) Explain procedure of rejecting failed products.
- c) List out the accessories to be used for effective display.
- d) Explain the importance of labelling.
- e) Explain the precautions to be taken while dismantling equipment.
- f) How the progress of deliveries can be monitored? (4x4)

UNIT – I

II. How can we review display area before assembling material for display? Why review is important? (16)

III. Why it is important to select specific products for display to suit specific objectives? (16)

UNIT – II

IV. Explain the factors to be considered for assessing and interpreting cleaning schedule for display equipment and accessories. (16)

V. Explain the features of legal and operational requirements for labelling. (16)

UNIT – III

VI. Explain the role of displays in marketing, promotional and sales campaign. (16)

VII. Explain different approaches to design displays for different type of merchandise. (16)

UNIT – IV

VIII. Explain the procedure of updating stock records to account for merchandise on display. (16)

IX. What are the different policies adopted by companies for visual design? (16)

x-x-x