

RN-43
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Exam.Code:1301
Sub. Code: 9503

1128

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:-

- Briefly explain the concept of Product Display & Visual Merchandising.
- How do retail store managers arrange delivery of merchandise and monitor the progress of deliveries?
- Write a short note on using assembly and dismantling equipments safely.
- Discuss the role of displays in marketing and sales campaign activities?
- What is product labelling? What will be the legal requirements for labelling?
- As a part of maintenance process, how does the display change is effected? (4x4)

UNIT - I

- What do you mean by product specifications? What is the importance of selecting specific products for display to match objectives? (16)
- What are the control measures that can be used in product display in retail? Explain in detail with valid examples. (16)

UNIT - II

- What are the types of cleaning materials appropriate for display? Explain in detail their purpose and working. (16)
- Discuss in detail the elements of basic knowledge of products offered in sale? Explain with examples. (16)

UNIT - III

- What do you mean by Visual Merchandising? Write its scope and importance in detail. (16)
- What is design brief? What are the contents of design brief? Explain in detail. (16)

P.T.O.

(2)

UNIT - IV

VIII. How does atmospheric (light, colour, texture, shape and dimension) combine to achieve the effects you need in retail stores? (16)

IX. Why you must update stock records to account for merchandise on display, and how it can be accomplished? (16)

x-x-x

UNIT - I

UNIT - II

UNIT - III