

1127

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

1. Write short notes on:

- a) Need for reviewing display area and importance of labelling
- b) Visual merchandising
- c) Causes of display accessory failure
- d) Meaning of visual merchandising and design brief

UNIT I

2. Discuss the various controls in display of products in retail environment and the importance of reviewing display area before assembling materials.
3. Explain the objectives and importance of selecting products for display. Also highlight the basic principles for good display and presentation of products.

UNIT II

4. Elaborate the procedure for rejecting and isolating failed products. What are the various types of cleaning materials appropriate for display equipment and accessories, their purpose and how they work?
5. Discuss the features of legal and operational requirements of labelling. How can one prepare for the contingencies for display equipment? Also explain the safety measures in assembling and dismantling equipment.

UNIT III

6. "Products sell if they are well presented". Discuss this statement highlighting the role of displays in marketing, promotional and sales campaigns and content and importance of design brief
7. What is the need for assessing potential places for display? Enumerate the different approaches to designing displays for different types of merchandise and their effectiveness.

UNIT IV

8. Explain the various company policies for visual design and the impact of various factors which play an important role in bringing the desired effect.
9. What is the need for managing the displayed inventory and how would you do that?

x-x-x