

2112

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 meant by "Shelf Life" of products?
- b) What is the need of design brief?
- c) Give the role of displays in Sales Campaigns.
- d) How does 'lighting' help in making sale of the product?
- e) What is meant by positioning labels?
- f) What cleaning materials are used to clean various display equipment's? (4x4)

UNIT - I

- II. Explain the basic principles for good display and presentation of products. (16)
- III. Explain the various types of controls in display of products in retail environment. (16)

UNIT - II

- IV. Explain the steps that can be taken by a retail manager to recognize and report products that do not meet specifications. (16)
- V. Explain the various features of legal and operational requirements for labelling of products for sale. (16)

UNIT - III

- VI. Write the functions of a visual merchandiser. (16)
- VII. Explain the various approaches to designing of displays for various types of merchandising. (16)

UNIT - IV

- VIII. What can be done by a merchandiser to monitor the progress of deliveries? (16)
- IX. Explain the various Policies framed by a company for effective visual design. (16)

x-x-x