

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. All questions carry 16 marks.

X-X-X

I. Attempt any four of the following:-

- Why is it important to estimate size of products for display purpose?
- What should be considered while laying down the cleaning schedule for display equipments?
- How can equipment be dismantled?
- Give the importance of labelling?
- How does lighting help in effective display of products?
- Briefly tell the approaches for designing displays for different types of products?

UNIT - I

- Explain the basic principles for ensuring effective display of products in a retail store.
- Explain why is it important to review display area before assembling materials for display in the retail store.

UNIT - II

- Explain the steps that can be taken by a store operator for safe handling of display equipments.
- Explain the accessories that can be used for effective display of products and how accessory failure, if any, can be identified and minimized.

UNIT - III

- What are the different functions performed by a visual merchandiser? Explain them.
- Explain the role of displays in marketing and promotional sales campaigns in retail sector.

UNIT - IV

- Explain the various policies retailers can adopt for creating sound Visual design.
- Explain how the merchandiser can monitor the progress of deliveries.

X-X-X