

2031

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 two questions from each Unit.

x-x-x

I. Attempt any four of the following:-

- a) What is the importance of positioning labels and correct information in a retail environment?
- b) Discuss the basic principles for good display and presentation of products.
- c) What is the purpose of cleaning materials appropriate for display equipment & accessories?
- d) Write a short note on accessories to be used for effective display?
- e) Write a short note on company policies for visual design.
- f) Explain how to use design brief to identify what you need for the display. (4x4)

### UNIT – I

- II.
  - a) Why may displays change as part of maintenance process?
  - b) What is the importance of selecting specific products for display to suit specific objectives? (2x8)
- III. What are the controls in display of products in a retail setting? Explain fully. (16)

### UNIT – II

- IV. Why it is necessary to recognize and report products that do not meet specification? How can you reject and isolate tailed products? Discuss the procedures fully. (16)
- V. Write detailed notes on:-
  - a) Using assembly and dismantling equipment safely.
  - b) Checking labelling information against product specification & sales details. (2x8)

### UNIT – III

- VI. What are the different ways to designing displays for different types of merchandise? Also discuss why is it important to do so. (16)
- P.T.O.

(2)

- VII. Define Visual Merchandising. Explain fully the role of displays in marketing, promotional and sales campaigns and activities. (16)

**UNIT – IV**

- VIII. a) How can you arrange delivery of merchandise and monitor the progress of deliveries?  
b) How does light, colour, texture, shape and dimension combine to achieve a good visual design? Explain. (2x8)
- IX. Is it necessary to update stock records to account for merchandise on display? Explain the methods of doing this. (16)

x-x-x