**B Design Specialization in Fashion Design Examination: October 2014 Semester: VII**

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| **Day & Date** | **Semester** | **Subject Name** | **Time** | **Code** | **Max. Marks** |
| **Friday****10/10/2014** | **VII** | **Retail & Visual Merchandising**  | **11. 00 AM** **to****01.30 PM** | **7104** | **--** |

 **1. All questions carry equal marks.**

 **2. Attempt any 5 questions out of 7**

**Q.1** What is the importance of visual merchandising in today’s retail scenario and the role of a visual merchandiser?

**Q.2** Explain the basic elements and theories of visual merchandising?

**Q.3** Explain the types of floor layouts with illustrations.

**Q.4** **a.** What is the importance of a site location to a retailer?

 **b.** Describe three different types of location sties.

**Q.5** Describe the various tools used for visual merchandising in stores.

**Q.6** Define any three of the following

 **a.** Target market.

 **b.** Multi channel retailing

 **c.** Customer value & perceived value.

 **d.** Customer loyalty.

**Q.7** Write short notes on any 3 of the following

 **a.** Open back and close back window.

 **b.** Awnings.

 **c.** Franchising.

 **d.** Inventory control.