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

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| **Day & Date** | **Semester** | **Subject Name** | **Time** | **Code** | **Max. Marks** |
| **Thursday****09/10/2014** | **VII**  | **Visual & Retail Management**  | **11. 00 AM to****01. 30 PM** | **7407** | **75** |

**Instructions-**

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

 **2. All questions carry equal marks**

**Q1.** What is mean by visual merchandising? Explain its importance and role of a visual merchandising. 15

**Q2. Case Study**

Pratap Kapoor’s wild dinning format is unique and one of its kind in Mumbai. Advertised as a jungle theme restaurant, it is named as “Sher Baugh”. Wild dinning is more of an amusement park then dining space with all the facilities, which can delight a family. It delivers its promises through robotic animals and a simulated thunderstorm, features that would delight children. It gives the feeling of living in the wild for the urbanites and gives them a break from the typical fancy restaurants.

 Mr. Pratap was planning to convert his venture into a franchise format with opening of outlet in all the metro cities in India. However, he is not sure of the sale ability of this kind of retail format in the Indian context. This critic of his venture says that for adults who put the food over the experience of eating in an artificial jungle the wild dining restaurant is not all that fun. In addition, the cost incurred in setting up the format is a point of concern.

1. What is wild dining offering and target market? 4
2. According to you will this kind of theme based dining format succeed in the Indian context? Why? Explain with relevant examples. 6
3. Many retailers have tried to make their store entertaining. What are the pros and cons of proving entertainment in the retail store or restaurant? 5

**Q3.** Define: any three 5 mark each 15

* Customer loyalty
* Customer lifetime value
* Retail branding
* Brand equity

**Q4.** What is franchising and types of franchising what are the Franchising agreements & contracts? 15

**Q5.** Explain the distribution channel in retail industry and define the role of retailer in complete channel? 15

**Q6.** a) Explain the display approach used for food and grocery product. 7

b) What you mean by layouts and what are the different kinds of layouts? 8

**Q7.** Describe the concept of franchising also explain the agreement of franchising. 15