

Jagan Institute of Management Studies
End-Term Examination, December 2017 – January 2018
Trimester II – PGDM (RM) 2017-19

Visual Merchandising
ET_RM_VM_2812

Time: 2 Hrs.

M. Marks: 50

INSTRUCTIONS: Attempt any FIVE questions including Q1 which is compulsory.

- Q 1** a) The main function of the window is to enhance the stores image and maximize the sale of its merchandise, Justify the statement. **3**
- b) List the main categories of window display and classify window display viz-a-viz merchandise. **7**
- Q 2** Should a retailer invest in Visual Merchandising? Why or why not? Elaborate.
- OR**
- Why do we display. Explain from the customer's perspective. **10**
- Q 3** What does AIDCS stand for? Explain in detail. **10**
- Q 4** How is colour blocking done on the wall and floor? **10**
- Q 5** You are a ladies ethnic wear garment department head in a value driven department store where would you display the following. Suggest the most appropriate fixture and its placing giving reasons for the same.
- a) Fresh arrivals
- b) Cut Sizes
- c) Special offers
- d) Discounted garments
- e) Existing story line **10**
- Q 6** a) What is cross merchandising? **4**
- b) Explain the dominance factors in merchandise presentation. **6**
- OR**
- b) Discuss the merchandise presentation for the following categories:
- i) Mobile phones.
- ii) Toys.
- iii) Books. **6**
