

Jagan Institute of Management Studies
End-Term Examination, December, 2016 – January, 2017
Trimester II – PGDM (RM) 2016-18

Visual Merchandising
ET_RM_VM_0201

Time: 3 Hrs.

M. Marks: 70

INSTRUCTIONS: Attempt any EIGHT questions.

- Q 1** Visual Merchandising is called “The Silent Sales Person”. Please explain the statement with example. **5**
- Q 2** Creating a Focal Point is a very essential tool in Visual Merchandising, explain with an example? **5**
- Q 3** Telling a story is very important in Visual Merchandising, explain with an example? **5**
- Q 4** ‘Merchandise Presentation’ is the key to good selling, explain with an example? **5**
- Q 5** Displays are intended to:
 ♦ Stimulate product interest.
 ♦ Provide information.
 ♦ Suggest merchandise coordination.
Please explain with an example. **5**
- Q 6** Which do you think is more important in generating a foot fall in the store?
 i) Display of merchandise at h entrance of the store or
 ii) At the entrance of each department?
Justify your answer with an example. **5**
- Q 7** Which display setting is suitable for what kind of merchandise, explain with an example:
 a) Realistic
 b) Environmental **5**
- Q 8** What are the Objectives behind using:
 a) Functional Props.

- b)** Decorative Props. **5**
- Q 9** Why is it important that sinages?
i) Should tell a story about the goods?
ii) Should try and answer the customers' questions?
Explain with examples. **5**
- Q 10** What kinds of windows are suitable for what kind of products?
i) Semi-closed windows
ii) Island windows
Explain with examples. **5**
- Q 11** Explain the importance of the following in Display.
a) Merchandise.
b) Lighting.
c) Props.
d) Signage. **5**
- Q 12** Displays are intended to:
a) Remind customers of planned purchases
b) Create additional sales of impulse items **5**
