

Exam Code:1301

Sub. Code: 9503

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 Number 1 which is compulsory and selecting one question from each Unit

x-x-x

- I. Attempt any four of the following: -
- a) Write short note on Product Display.
 - b) Explain the importance of labelling.
 - c) List out the accessories to be used for effective display.
 - d) Write a short note on using assembling and dismantling equipment safely.
 - e) How the progress of deliveries can be monitored?
 - f) Discuss the role of displays in marketing and sales campaign activities. (4X4)

UNIT-I

- II. What do you mean by Product Specifications? What is the importance of selecting specific products for display to match objectives? (16)
- III. How can we review display area before assembling material for display? Why review is important? (16)

UNIT-II

- IV. What are the types of cleaning materials appropriate for display? Explain in detail their purpose and working. (16)
- V. Explain the features of Legal and Operational requirements for labelling. (16)

UNIT-III

- VI. What do you mean by Visual Merchandising? Write its scope and importance in detail. (16) P.T.O

(2)

VII. What is design brief? What are the contents of design brief? Explain in detail.

(16)

UNIT-IV

VIII. Why you must update stock records to account for merchandise on display, and how it can be accomplished?

(16)

IX. How light, colour, texture and shape combine to achieve the effects you need in retail store?

(16)

x-x-x