

Name:

Enrolment No:



**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**End Semester Examination, May 2019**

**Course: B.Tech CSE ECOM**

**Program: Store Design and Visual Merchandising**

**Course Code: BBCR 169**

**Semester: VIII**

**Time 03 hrs.**

**Max. Marks: 100**

**Instructions: Attempt all questions**

**SECTION A**

S. No.		Marks	CO
Q 1	List out the types of merchandising.	5	CO1
Q 2	Enlighten the importance of visual display.	5	CO3
Q 3	List out any four software used for 3-D visualization.	5	CO1
Q 4	Compare visual merchandising with fashion merchandising.	5	CO2

**SECTION B**

Q 5	What are the components of a Retail operation? What are the Inventory Techniques?	5+5	CO3
Q 6	What are the presentation techniques in Visual merchandising	4+6	CO2
Q 7	Briefly explain about Visual Communication	6+4	CO3
Q 8	Briefly explain the role of Foreign Direct Investment in retail business of India.	4+2+4	CO2
OR	Explain the elements of retail marketing mix.	10	CO5

**SECTION-C**

Q 9	Discuss in detail on Exterior store Design and interior store design process. What are the importance of store Design?	14+6	CO4
OR	Write a short note on a. Aesthetics b. Balance symmetrical c. Balance Asymmetrical d. Fixtures	5+5+5 +5	CO4
Q 10	Explain the phases of merchandise planning. Describe the factors determining consumer decisions. State the factors attracting global retailers to India.	4+6+1 0	CO5