

Q.30 Give the scope of television home shopping.

Q.31 What comprises store interior design?

Q.32 What problems may arise in planning for retail stores?

### SECTION-D

**Note:** Long answer type questions. Attempt any three questions out of four questions. (3x10=30)

Q.33 Explain the factors affecting the layout of a retail store.

Q.34 Explain the steps involved in choosing a retail location.

Q.35 Give a detailed note on retail store planning.

Q.36 Explain the role of a visual merchandiser in detail.

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**4th Sem. / DBM,DBM (IPM)**

**Subject : Store Planning & Layout**

Time : 3 Hrs.

M.M. : 100

### SECTION-A

**Note:** Objective type questions. All questions are compulsory (10x1=10)

Q.1 Give one example of exterior fixture for store promotion.

Q.2 Lighting is a key \_\_\_\_\_ of retail design. (Factor/Indicator)

Q.3 In a free form layout, merchandise is arranged in \_\_\_\_\_ manner.

Q.4 A good ambience increases customer footfall. (True/False)

Q.5 Location of a store conveys fair amount of \_\_\_\_\_. (Image/Reputation)

Q.6 Give one example of type of layout.

(60)

(4)

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Q.7 Store environment should be pleasant.  
(True/False)

Q.8 \_\_\_\_\_ kind of lighting is suitable for a big store.

Q.9 Who is a visual merchandiser?

Q.10 Shift in location leads to loss of customers and \_\_\_\_\_. (government/employees)

### SECTION-B

**Note:**Very short answer type questions. Attempt any ten questions out of twelve questions. (10x2=20)

Q.11 What is ABC level of inventory?

Q.12 Define the term store layout?

Q.13 Give two characteristics of store administration.

Q.14 What is store environment?

Q.15 What is store location?

Q.16 What is a 'signage'?

Q.17 Define the term 'graphics'

Q.18 Why are music equipments needed in retail store?

Q.19 Give two examples of retail store furniture.

Q.20 Give two benefits of retail store planning.

Q.21 What are 'neon lights' used in displays?

Q.22 Define management of premises.

### SECTION-C

**Note:**Short answer type questions. Attempt any eight questions out of ten questions. (8x5=40)

Q.23 Give the need of a retail store location decision.

Q.24 Give functions of merchandise manager.

Q.25 What are 'neighbourhood stores'?

Q.26 Explain the factors affecting interior of a store.

Q.27 What is a merchandise budget?

Q.28 What is the need of retail store planning?

Q.29 Explain 'Grid store layout'.