

SECTION-C

Note: Long answer type questions. Attempt any three questions. 3x10=30

- Q.3 Explain Factors affecting the location decision of retail store.
- Q.4 Explain the various types of store layout.
- Q.5 Give the detailed note on retail store planning.
- Q.6 Explain the importance of store design.
- Q.7 Write a short note on following two:-
- (a) Demonstration
 - (b) Signage
 - (c) Freeform layout

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Roll No.

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4th Sem. / DBM , DBM (IPM)

Subject : Store Planning & Layout

Time : 3 Hrs.

M.M. : 100

SECTION-A

Note: Very Short Answer type questions. Attempt any 15 parts. (15x2=30)

- Q.1 a) Define visual merchandising.
- b) Interior store design.
 - c) Sale space.
 - d) Location of store.
 - e) Lighting.
 - f) Write two importance of store layout.
 - g) Space management.
 - h) Placement of product.

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- i) Fixtures.
- j) Define markdowns.
- k) Graphics.
- l) What is store furniture?
- m) Trade area.
- n) Management of premises.
- o) Music equipment for store.
- p) Warehousing.
- q) Give two features of store administration.
- r) Aisle display.
- ii) Step involved in choosing a retail location.
- iii) Factors effecting store layout.
- iv) Write a note on grid layout.
- v) Role of visual merchandising.
- vi) The role of atmospherics in store design.
- vii) Explain store environment.
- viii) Explain flooring and ceiling.
- ix) Factors affecting interior of store.
- x) Use of graphics in store.
- xi) Techniques of visual merchandise design.
- xii) Write note on outlet center.
- xiii) Nature of retail store design.
- xiv) Importance of store design.
- xv) What are the needs of store planning?

SECTION-B

Note: Short answer type questions. Attempt any ten parts
10x4=40

Q.2 i) Type of retail location.

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