



## **BRAINWARE UNIVERSITY**

**Course – MBA**

**Visual Merchandising & Retail Store Management (RM301)**

(Semester – 3)

**Time allotted: 3 Hours**

**Full Marks: 70**

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

### **Group –A**

**(Multiple Choice Type Question)**

**1. Choose the correct alternatives for the following:**

**10 x 1 = 10**

i) A multi channel retailer sells merchandise.

- (a) Over the telephone b) through personal selling and retail store only  
c) over the internet d) through more than one channel

ii) Which of the following is an ambient condition related to store atmosphere?

- a) customer characteristics b) symbols c) layout d) temperature

iii) To take consistent decisions about store decor, product assortment, media, price and service levels and advertising messages, the marketer needs to

- a) Define the target market b) Profile the target market c) Both a and b d) None of the above

iv) A given consumer's or target market's perception of all the attributes associated with retail outlet is generally referred to as the \_\_\_\_\_.

- a) store atmosphere b) servicescape c) store image d) store ambiance e) store personality

v) Which of the following is NOT a factor affecting consumers' retail outlet selection?

- a) outlet image b) retailer brands c) retail advertising d) outlet location and size  
e) number of levels of distribution

vi) Getting the right goods to the right locations at the right time for the least cost is known as

- a) Market facilities   b) Market logistics   c) Market distributions   d) None of the above

vii) Retailers can evaluate a particular store's sales effectiveness by looking at

- a) A number of passing on an average day   b) Percentage who buy and average amount per sale  
c) Percentage who enter the store   d) All of the above

viii) Which of the following represents the full form of POS?

- a) Purchase of sale   b) Price of Sale   c) Planning of Sale   d) Point of Sale

ix) Products which are generated by trend of technology, artist, movie, icon, event, etc are \_\_\_\_\_ types of merchandise.

- a) Staple   b) Seasonal   c) Fads   d) Fashion

x) Which of the following is the most cost effective method of theft prevention in a small retail gift store?

- a) Employing a security guard   b) Installing a security alarm system   c) Installing security gates or pedestals  
d) Training customer service assistants

## **Group - B**

### **(Short Answer Type Questions)**

**Answer any three of the following**

**3 x 5 = 15**

Write Short Notes:

2. Location Strategy

3. Store Design

4. Space Management

5. Free –form Layout

6. Thematic Communication

**Group - C**

**(Long Answer Type Questions)**

**Answer any three of the following**

**3 x 15 = 45**

7. Most department stores place the cosmetic counters at the ground floor mall entrance. Explain why this is the preferred location in lieu of other potential locations?
8. Explain the role of visual merchandising for kiosks.
9. State the importance of lighting in a retail store and list the different types of sources of light.
10. Identify a store/service provider that you believe has an effective loyalty program. Explain why it is effective.
11. Outline the importance of locational decisions for an upcoming retail mall proposed to come up in your neighbourhood.