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End Semester Examination, December 2024
B.A. (Fashion Design)/ Bachelor of Design (B. Des.)– Vth Semester
Fashion Retail and Visual Merchandise (SFFD305A)

Time: 2.5 hrs.

Max Marks: **50**

Note: **All Questions are compulsory.** Marks are indicated against each question.

PART-A

Q.1 Attempt any 5 questions from the questions given below:

- (a) Define **visual merchandising** and discuss its importance in enhancing the shopping experience in a fashion retail store. [CO-1] [L-2] **2**
- (b) Explain the concept of **planograms** in retail merchandising. Why are they critical for retail store management? [CO-1] [L-2] **2**
- (c) Describe **retail branding** and how it differs from product branding in the fashion industry. [CO-1] [L-4] **2**
- (d) Identify and briefly explain two **types of store layouts** commonly used in fashion retail. How do they influence consumer movement within a store? [CO-1] [L-1] **2**
- (e) Discuss the role of **point-of-sale (POS) displays** in increasing impulse purchases. [CO-1] [L-4] **2**
- (f) What is **cross-merchandising**, and how can it benefit a fashion retail store? [CO-1] [L-3] **2**
- (g) Explain the importance of **window displays** in visual merchandising and their impact on consumer footfall. [CO-1] [L-4] **2**

PART-B

Q.2 Analyze the role of lighting in visual merchandising. Describe how each sense can be strategically utilized within a retail store setting to create a compelling and memorable shopping experience.

[CO-2] [L-4] **10**

OR

Discuss the impact of digital technology on fashion retail and visual merchandising. How are tools such as virtual reality, interactive displays, and digital signage transforming the in-store experience?

[CO-2] [L-4] **10**

Q.3 Evaluate the significance of customer flow and layout design in retail stores. How can strategic store layout design enhance the shopping experience, maximize product exposure, and increase sales?

OR

In the image given below, discuss the main aspect of Visual Display and give 2 suggestions to improve the display for better customer interaction. [CO-3] [L-2] 10



Q.4 Explain the process of creating a seasonal display for a fashion retail store. Describe the steps involved in planning, designing, and executing a display that aligns with the season's theme and attracts customers. [CO-4] [L-2] 10

OR

Discuss the importance of retail data analytics in merchandising decisions. How can data on customer preferences, footfall patterns, and sales trends be used to optimize product placement and inventory management? [CO- 4] [L-4] 10

Q.5 Case Study Analysis: A high-end fashion retailer has observed a decrease in customer engagement in its physical stores. The retailer wants to revamp its visual merchandising and store layout to create a more immersive shopping experience.

Question:

Propose a comprehensive visual merchandising strategy that includes changes in store layout, display techniques, and customer engagement methods to revitalize customer interest and increase footfall. [CO-5] [L-6]

10

OR

Analyze the evolution of fashion retail from traditional brick-and-mortar stores to omnichannel retailing. Discuss the advantages and challenges of integrating online and offline retail experiences for modern fashion brands. [CO- 5] [L-4] 10