



# SYMBIOSIS SKILLS AND PROFESSIONAL UNIVERSITY

## UNIT TEST – 1 (September 2020)

**School: School of Retail Management**  
**Course Name: Visual Merchandising**

**Program: BBA Retail Management**  
**Course Code: RETL305 Sem: III**

**Duration: 1 Hr.**

**Total Marks: 30**

**Instructions for Students:**

1. ALL questions are compulsory
2. All submissions must have Student's name, PRN No. Subject Name, Subject Code and Date
3. Upload your answers on Google Classroom well before time
4. Submissions later than the time mentioned will not be accepted.
5. Figures to the RIGHT indicate the marks

---

**Q 1. A) State whether the following are TRUE or FALSE**

**(5 Marks)**

- 1) Visual Merchandising does not focus on the backroom of the store
- 2) A single line of product display offers one type of product to the customers in that category
- 3) In planning the Visual Merchandising the focus is completely on the product
- 4) Visual Merchandising concentrates on display and has no effect on increasing the sales
- 5) Visual Merchandising takes into account the use of colours and the in-store lighting

**Q 1. B) Match the following -**

**(5 Marks)**

1. Factory Outlets - A) Known as Multi Brand Outlets focusing on particular category
2. Specialty Stores - B) Old retail stores handled by owners who have a personal touch
3. Mom and Pop Stores - C) General Retail Merchandise with focus on Quality and Service
4. Category Killers - D) Discount Stores
5. Departmental Stores - E) Deal with wide range in specific category of products

**Q 2. Answer both the questions-**

A) What do you mean by Visual Merchandising and what does it cover?

**(5 Marks)**

B) Why is VM important for a Brand?

**(5 Marks)**

**Q 3. You are the Manager of a Department Store having categories of Apparels, Footwear Home Products and Fashion items. How would you plan the external and the internal Visual Merchandising for these category of products?**

**(10 Marks)**

---

**NOTE: All submissions must have Student's name, PRN No. Subject Name, Subject Code and Date**