PRESIDENCY UNIVERSITY BENGALURU

SCHOOL OF DESIGN **END TERM EXAMINATION - JAN 2023**

Semester : Semester III - 2021 Course Code : DES2033 Course Name : Sem III - DES2033 - Visual Merchandising and Store Branding **Program :** B.Design - Communication Design

Instructions:

(i) Read all questions carefully and answer accordingly. (ii) Question paper consists of 3 parts. (iii) Scientific and non-programmable calculator are permitted.

PART-A

ANSWER ALL THE FOLLOWING QUESTIONS

1. Briefly explain a Planogram.

2. What effect do smell and music have on a premise's atmospherics? Give 1 example each.

3. Describe a planogram in brief.

PART-B

ANSWER ALL THE FOLLOWING QUESTIONS

4. LRV: What is it? Describe the significance of LRV in terms of contrast as a design principle.

(CO3,CO4) [Comprehension] 5. List down and explain 2 aspects of the "Anatomy of Type " which is critical for designing Signage systems.

(CO4,CO3) [Comprehension]

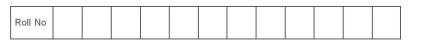
(CO4,CO3) [Application]

PART-C

* * * * *

VIVA / JURY

6. Submit and defend the PoP display.





 $3Q \times 10M = 30M$

Date: 13-JAN-2023

Max Marks: 100

Weightage: 50%

Time: 9.30AM - 12.30PM

(CO2,CO3) [Knowledge]

(CO3,CO2) [Knowledge]

(CO3,CO2) [Knowledge]

2Q X 15M = 30M

1 X 40M = 40M