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**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

Date : 13-JAN-2023

Time : 9.30AM - 12.30PM

Max Marks : 100

Weightage : 50%

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

3Q X 10M = 30M

1. Briefly explain a Planogram.

(CO2,CO3) [Knowledge]

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

(CO3,CO2) [Knowledge]

3. Describe a planogram in brief.

(CO3,CO2) [Knowledge]

PART-B

ANSWER ALL THE FOLLOWING QUESTIONS

2Q X 15M = 30M

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]

PART-C

VIVA / JURY

1 X 40M = 40M

6. Submit and defend the PoP display.

(CO4,CO3) [Application]
