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**PRESIDENCY UNIVERSITY  
BENGALURU**

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

**Semester :** Semester VI - 2020

**Course Code :** BDS309

**Course Name :** Sem VI - BDS309 - Retail Design

**Program :** BDS

**Date :** 14-JUN-2023

**Time :** 1.00PM - 4.00PM

**Max Marks :** 100

**Weightage :** 50%

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**Instructions:**

*(i) Read all questions carefully and answer accordingly.*

*(ii) Question paper consists of 3 parts.*

*(iii) Scientific and non-programmable calculator are permitted.*

*(iv) Do not write any information on the question paper other than Roll Number.*

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**PART A**

**Answer all the questions**

**(2 X 5 = 10M)**

1. What does planogram refer to?

(CO3) [Knowledge]

2. What do u understand by window display

(CO2) [Knowledge]

**PART B**

**Answer all the questions**

**(2 X 15 = 30M)**

3. Design a retail store layout for 50'X30' space with plan and 3D renders.

(CO3) [Comprehension]

4. Explain the concept of visual merchandising while illustrating the idea of any one store layout using a literature study as an example.

(CO2) [Comprehension]

**PART C**

**Answer the following question**

**(1 X 60 = 60M)**

5. Discuss the assigned subject and support the jury's clarifications

(CO1,CO2,CO3) [Application]