

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF DESIGN
MID TERM EXAMINATION - APR 2023**

Semester : Semester VI - 2020

Course Code : BDS309

Course Name : Sem VI - BDS309 - Retail Design

Program : BDS

Date : 13-APR-2023

Time : 2:00PM - 3:30PM

Max Marks : 60

Weightage : 30%

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.

PART A

ANSWER ALL THE QUESTIONS

(2 X 2 = 4M)

1. Describe the significance of visual merchandising. (CO1) [Knowledge]
2. Why a store's layout should consider circulation. (CO1) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(2 X 3 = 6M)

3. What distinguishes loop store layout from forced path store layout Explain using diagram. (CO2) [Comprehension]
4. What distinguishes a geometric retail layout from a diagonal one? Explain using Diagrams. (CO2) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

(2 X 25 = 50M)

5. What does "store layout" mean? Why is it essential / important? What different store layouts are there? Give a detailed explanation of it using a sketch. (CO2,CO1) [Application]
6. Use a literature review as an example to illustrate the idea of any one store layout while describing the notion of visual merchandising. (CO2,CO1) [Application]