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

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 guestion paper other than Roll Number.

Answer all the questions 1. What does planogram refer to?

- 2. What do u understand by window display

PART B

Answer all the questions

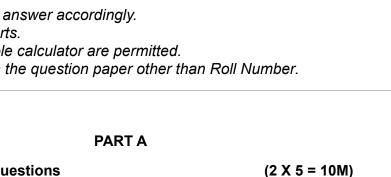
- 3. Design a retail store layout for 50'X30' space with plan and 3D renders.
- 4. Explain the concept of visual merchandising while illustrating the idea of any one store layout using a literature study as an example.

(CO2) [Comprehension]

(CO3) [Comprehension]

PART C

Answer the following question



(CO3) [Knowledge]

(CO2) [Knowledge]

 $(1 \times 60 = 60 M)$

(2 X 15 = 30M)

Weightage: 50%

Time : 1.00PM - 4.00PM

Date: 14-JUN-2023

Max Marks: 100

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

(CO1,CO2,CO3) [Application]