

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

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

Semester : Semester VI - 2020

Course Code : BDF309

Course Name : Sem VI - BDF309 - Visual Merchandising

Program : BDF

Date : 12-JUN-2023

Time : 1.00PM - 4.00PM

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

PART A

ANSWER ALL THE QUESTIONS

(2 X 5 = 10M)

1. State the various purposes of planograms.

(CO2) [Knowledge]

2. Explain the concept of store space management.

(CO2) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(2 X 15 = 30M)

3. Explain in detail the considerations given for window display.

(CO3) [Comprehension]

4. Compare and contrast vignette and fantasy setting.

(CO3) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

(1 X 60 = 60M)

5. Present and defend your design submissions in the Jury.

(CO4) [Application]