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**PRESIDENCY UNIVERSITY
BENGALURU**

SET B

**SCHOOL OF DESIGN
END TERM EXAMINATION - JAN 2024**

Semester : Semester III - 2022

Course Code : DES2033

Course Name : Visual Merchandising and Store Branding

Program : Communication Design

Date : 04-JAN-2024

Time : 1:00 PM - 4:00 PM

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.*
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PART A

ANSWER ALL THE QUESTIONS

4X5M=20M

1. How does signage contribute to effective visual merchandising?
(CO2) [Knowledge]
2. Explain the significance of color psychology in visual merchandising.
(CO1) [Knowledge]
3. What is the primary goal of visual merchandising?
(CO1) [Knowledge]
4. Briefly describe the concept of window displays in visual merchandising
(CO2) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

5X10M=50M

5. Describe the concept of 'retail theater' in visual merchandising. Explain how storytelling and experiential elements are integrated into store layouts to create immersive shopping experiences.
(CO3) [Comprehension]
6. Explain any 2 elements of Visual Merchandising with examples
(CO2) [Comprehension]

7. Explain the elements of an effective visual merchandising strategy. Discuss how each element contributes to creating an engaging retail environment.
(CO4) [Comprehension]
8. Analyze the influence of cultural differences on visual merchandising strategies in a global context. Discuss how retailers adapt their displays to cater to diverse consumer preferences and behaviors
(CO2) [Comprehension]
9. Explain Wrap Counters and Gondola Shelves in FMCG Store Branding with examples
(CO2) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

2X15M=30M

10. Display of the elements, Props, Lights and fixtures supporting to the merchandise of the chosen domain
(CO4) [Application]
11. Presentation of the Actual window display of the chosen domain
(CO4) [Application]