

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

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

Semester : Semester III - 2023

Course Code : DES2033

Course Name : Sem III - DES2033 - Visual Merchandising and Store Branding

Program : BDC

Date : 17-OCT-2023

Time : 9:30AM - 11:00A

Max Marks : 50

Weightage : 25%

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

(5 X 2 = 10M)

1. What is Dump Bin?
(CO1) [Knowledge]
2. What are the different kinds materials used for Making Props in Window display?
(CO1) [Knowledge]
3. What is the importance of Light in Visual Merchandising?
(CO1) [Knowledge]
4. What are Counter Racks?
(CO2) [Knowledge]
5. What is Two-way rack?
(CO1) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(2 X 10 = 20M)

6. Explain any 2 elements of Visual Merchandising with examples
(CO2) [Comprehension]
7. Explain Cube Units in Home Furnishing Stores with examples
(CO1) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTION

(1 X 20 = 20M)

8. Explain the Design Process of Visual Merchandising of your Chosen Domain. Sketch the Design Process right from Ideation to Implementation.

(CO2) [Application]