

M.F.D. Second Year (CBCS Pattern) Semester-IV
MFD242 / 4T2 - Visual Merchandising

P. Pages : 1

Time : Three Hours



GUG/W/24/13568

Max. Marks : 80

Notes : 1. All questions are compulsory carry equal marks.

1. a) Write about the types of Retail organization structure and line and staff function. **16**
- OR**
- b) What is mean by merchandiser? And what types of merchandising and explain about difference between marketing and merchandiser. **16**
2. a) Write about the importance of visual merchandising and careers in visual merchandising. **16**
- OR**
- b) Explain in details the following. **8x2 =16**
- i) Merchandise Planning
- ii) Interior and Exterior display
3. a) Explain Buying agency merchandising in detail? Write about types and stages of sourcing. **16**
- OR**
- b) What is the responsibilities of Buying agency merchandiser in industry. **16**
4. a) Write about the role and responsibility of export merchandiser. **16**
- OR**
- b) Explain in details the following: **8x2 =16**
- i) Different types of samples.
- ii) Chronological process of export merchandiser.
5. Write in short **any four**. **4x4 =16**
- a) Six rights of merchandising.
- b) Types of fixture.
- c) Features of Buying agency merchandiser.
- d) Functions of export merchandiser.
- e) Role of a retail merchandiser.
