

M.F.D. IInd Year (CBCS Pattern) Semester - IV
MFD242 / 4T-2 - Visual Merchandising

P. Pages : 1

Time : Three Hours



GUG/S/23/13568

Max. Marks : 80

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

1. a) Write in detail about types of retail organization structure. **8x2**
=16
b) Explain line and staff function.

OR

- c) Describe the merchandiser and explain with role of retail merchandiser. **16**

2. a) What is visual merchandising? Explain the importance of displays in visual merchandising. **16**

OR

- b) Write down the following points **any two** **8x2**
=16
i) Types of layout
ii) Types of fixture
iii) Planogram

3. a) Explain the buying agency merchandiser and write its responsibilities. **16**

OR

- b) Write in detail about types and stages of sourcing. **16**

4. a) Write how chronological process is important for export merchandiser. **8x2**
=16
b) Explain different types of samples.

OR

- c) Define export merchandiser and write its functions. **8x2**
=16
d) Write about role and responsibility of export merchandiser.

5. Write short notes **any four.** **4x4**
=16
a) Buying cycle
b) Elements of design
c) Buying agency merchandiser – Features
d) S. O. P.
e) Export merchandiser
f) Explain merchandise planning
