

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

P. Pages : 1

Time : Three Hours



GUG/S/25/13568

Max. Marks : 80

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

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

OR

- c) Describe the merchandiser and explain with role of retail merchandiser. **16**
2. a) Describe the meaning of visual merchandizing and write display composition with store interior and exterior. **16**

OR

- b) How principles and elements of design are important in visual merchandizing? **16**
3. a) Explain the buying agency merchandizer and write its responsibilities. **16**

OR

- b) Write in detail about types and stages of sourcing. **16**
4. a) Write in detail about the role and responsibility of export merchandizer. **16**

OR

- b) Give write down **any two**. **8x2**
i) Different types of samples **=16**
ii) S.O.P.
iii) Functions of export merchandizer.
5. Write short notes **any four**. **4x4**
a) Six rights of merchandizing **=16**
b) Types of Layout
c) Planogram
d) Meaning of buying agency merchandizer.
e) Meaning of manufacturer.
