

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

P. Pages : 1

Time : Three Hours



GUG/W/23/13568

Max. Marks : 80

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

1. a) Write in detail about role and responsibility of retail merchandiser. Explain with six rights of merchandizing. **16**

**OR**

- b) Explain the following points. **16**  
i) Fashion purchase.  
ii) Buying patterns.  
iii) Buying cycle.

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 merchandising? **16**

3. a) Write the importance of Buying Agency merchandizer and explain its types. **16**

**OR**

- b) Explain how the responsibility of buying agency merchandizer is important. **16**

4. a) Write in detail about the role and responsibility of export merchandizer. **16**

**OR**

- b) Give write down **any two**. **16**  
i) Different types of samples. **(8x2)**  
ii) S.O.P.  
iii) Functions of export merchandizer.

5. Write short notes **any four**. **16**

- a) Line and staff function. **(4x4)**  
b) Types of layout.  
c) Stages of sourcing.  
d) Meaning of export merchandizer.  
e) S.O.P  
f) Chronological process of export merchandizer.

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