

- Q.30 Explain the need of flooring & ceiling in a store.
- Q.31 Discuss the importance of fixtures & furniture in a store.
- Q.32 Explain factors affecting the location decision of retail store.
- Q.33 How is shelf space planned?
- Q.34 What are the techniques of display and design in a store?
- Q.35 Write a note on demonstration.

#### SECTION-D

**Note:** Long answer type questions. Attempt any two questions out of three questions. (2x10=20)

- Q.36 Explain the various types of store layout.
- Q.37 Discuss the importance of store location. Mention the factors affecting the location of a store.
- Q.38 Write short notes on :
- Signage
  - Management of the premises

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#### 4th Sem / DBM Subject:- Store Planning and Layout

Time : 3Hrs.

M.M. : 100

#### SECTION-A

**Note:** Multiple choice questions. All questions are compulsory (10x1=10)

- Q.1 Retail location affects transportation costs and human resources costs. (True/False)
- Q.2 A good \_\_\_\_\_ represents value and a positive store image.
- Store features
  - Store layout
  - Store design
  - Product
- Q.3 A store \_\_\_\_\_ is usually divided into two sections : Selling area and sales support area.
- Layout
  - Interior
  - Exterior
  - Aesthetic
- Q.4 \_\_\_\_\_ layout is the layout in which fixtures and merchandise are grouped into free-flowing patterns on the sales floor.
- Grid
  - Free flow
  - Spine
  - Loop
- Q.5 A \_\_\_\_\_ display depicts a product offering in a thematic manner and sets a specific mood.

- a) Visual Merchandising
  - b) Theme setting
  - c) Planogram
  - d) Rack display
- Q.6 Visual merchandising and store design plays important role in \_\_\_\_\_.
- a) Store advertising      b) Marketing
  - c) Store layout          d) Store interiors
- Q.7 \_\_\_\_\_ merchandising is the art of presentation, which places the merchandise in focus and in perception too.
- a) Visual                      b) Space
  - c) Layout                    d) Design
- Q.8 Location is typically the prime consideration in a customer's store choice decision. (True/False)
- Q.9 The different products that the store offers are termed as merchandise mix. (True/False)
- Q.10 Retail location affects transportation costs and human resources costs. (True/False)

### SECTION-B

**Note:** Objective type questions. All questions are compulsory. (10x1=10)

- Q.11 Exterior Store Design.
- Q.12 Define Racks and Hanger.
- Q.13 Give one example of lighting fixture.

- Q.14 Lighting is a key factor of retail design. Is it true & false.
- Q.15 Retail planning guide are helpful in the communication of formats and planning. Is it True & False
- Q.16 A trade area is the geographic area that generates the majority of the customers for the store. Is it true or false.
- Q.17 Write 2 Importance of store layout.
- Q.18 Define External store.
- Q.19 Describe products placement in retail store.
- Q.20 Define Shelf space.

### SECTION-C

**Note:** Short answer type questions. Attempt any twelve questions out of fifteen questions. (12x5=60)

- Q.21 Explain type of retail location.
- Q.22 What are the advantages of Visual merchandise in a store?
- Q.23 Explain the nature of retail store design.
- Q.24 Explain the steps involved in choosing a retail location.
- Q.25 Explain the factors affecting interior of store.
- Q.26 Why is store Planning needed?
- Q.27 Mention the factor affecting store environment.
- Q.28 Write importance of music -equipments in a store.
- Q.29 Define the concept of store planning.