

- Q.25 How can a free flow store layout encourage spontaneous purchases by customers?
- Q.26 Why is it essential to balance the need for space with the desire for product exposure in store layouts?
- Q.27 What role does seasonality play in merchandise planning and store design?
- Q.28 How can technology, such as planogram software, aid in store planning and layout optimization?
- Q.29 What are the benefits of conducting regular store audits and assessments as part of store planning?
- Q.30 How does exterior signage contribute to a retail store's branding and customer attraction?
- Q.31 What are some key considerations when selecting a color scheme for a retail store's interior design?
- Q.32 Explain the importance of creating a comfortable and inviting ambiance in a retail store's design.
- Q.33 What is the primary goal of visual merchandising in a retail setting?
- Q.34 How can window displays be used effectively to attract and engage potential customers?
- Q.35 Describe the concept of "planograms" in visual merchandising and their impact on product placement.

SECTION-D

- Note:** Long answer type questions. Attempt any two questions out of three questions. (2x10=20)
- Q.36 Provide examples of how visual merchandising can influence consumer perceptions and purchasing decisions.
- Q.37 What is the store layout? Discuss the importance of an effective store layout and design in enhancing the overall shopping experience for customers.
- Q.38 Outline the steps you would take to ensure a successful store launch in terms of location and planning. Explain the critical factors you would consider in recommending an ideal store location.

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4th Sem / Branch : DBM DBM (IPM)

Sub.: Store Planning and Layout

Time : 3Hrs.

M.M. : 100

SECTION-A

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

- Q.1 What is a primary consideration when selecting a retail store location.
- Accessibility to the target market
 - Low foot traffic
 - Proximity to competitors
 - Lack of parking facilities
- Q.2 Which of the following is a primary goal of an effective store layout?
- Increasing checkout wait times
 - Discouraging customers from exploring the store
 - Enhancing the shopping experience
 - Reducing the visibility of merchandise
- Q.3 Why is seasonality an important factor in retail store planning?
- It allows for more efficient employee scheduling
 - It helps in planning holiday decorations
 - It influences product placement and promotions
 - It minimizes the need for inventory management
- Q.4 What aspect of store design refers to the arrangement of fixtures and displays within the store
- Lighting design
 - Floor plan
 - colour scheme
 - Exterior signage

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- Q.5 What does visual merchandising primarily focus on?
- Employee training
 - Store security measures
 - Creating appealing product displays
 - Managing inventory turnover
- Q.6 Which visual merchandising technique involves grouping products based on a specific theme or occasion?
- Storytelling
 - Cross merchandising
 - Planogramming
 - Shelf facings
- Q.7 In terms of store location, what does “demographics” typically refer to?
- The store’s physical layout
 - The age, income and characteristics of the local population
 - The product assortment
 - The store’s advertising strategy
- Q.8 What type of store layout arranges aisles and displays in a grid pattern, maximizing product exposure?
- Boutique layout
 - Free flow layout
 - Grid layout
 - Racetrack layout
- Q.9 What is the primary purpose of a store planogram?
- To manage employee schedules
 - To create a store layout
 - To provide directions to the store location
 - To optimize product placement and organization
- Q.10 Which visual merchandising element focuses on enhancing the sensory experience of customers through elements like music, scent and lighting?
- Window displays
 - Atmospheric
 - Signage
 - Planograms

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SECTION-B

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

- Q.11 Proximity to competitors is typically an advantage when selecting a retail store location. (True/False)
- Q.12 An effective store layout should encourage customers to explore the store thoroughly. (True/False)
- Q.13 Seasonality has no impact on retail store planning decision. (True/False)
- Q.14 Exterior signage plays a crucial role in creating a positive first impression of a store. (True/False)
- Q.15 Visual merchandising focuses primarily on managing employee schedules. (True/False)
- Q.16 Cross-merchandising involves creating themed product displays based on specific occasions. (True/False)
- Q.17 Demographics refer to the store’s physical layout. (true/False)
- Q.18 A racetrack layout arranges aisles and displays in a grid pattern to maximize product exposure. (True/False)
- Q.19 A planogram is primarily used to provide directions to the store location. Visual Merchandising. (True/False)
- Q.20 Atmospheric is visual merchandising focus on enhancing the sensory experience through elements like music, scent and lighting. (True/False)

SECTION-C

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

- Q.21 What are some key factors to consider when evaluating potential retail store locations?
- Q.22 How can local demographics benefit the selection of a store location?
- Q.23 Why is visibility and accessibility crucial when choosing a store location?
- Q.24 What is the purpose of a racetrack store layout, and where is it commonly used?

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