

- 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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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?
 a) Accessibility to the target market
 b) Low foot traffic
 c) Proximity to competitors
 d) Lack of parking facilities
- Q.2 Which of the following is a primary goal of an effective store layout?
 a) Increasing checkout wait times
 b) Discouraging customers from exploring the store
 c) Enhancing the shopping experience
 d) Reducing the visibility of merchandise
- Q.3 Why is seasonality an important factor in retail store planning?
 a) It allows for more efficient employee scheduling
 b) It helps in planning holiday decorations
 c) It influences product placement and promotions
 d) 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
 a) Lighting design b) Floor plan
 c) colour scheme d) Exterior signage

- 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

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?