



JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA  
PGDM / PGDM (M) / PGDM (SM)  
FOURTH TRIMESTER (Batch 2017-19)  
END TERM EXAMINATIONS, OCTOBER 2018  
(Set 1)

Course Name	Visual Merchandising and Atmospherics	Course Code	MKTS 412
Max. Time	2 hours	Max. Marks	40 MM

INSTRUCTIONS: All the questions are mandatory to answer. All questions carry equal marks.

1. Do lighting and wall colors have a bearing on the image of a store? If yes, explain how in the context of the following:
  - a. Branded footwear store in a mall.
  - b. Fashion Jewelry store(5)
2. What kind of fixtures (alongwith kind of material) should the following stores use:
  - a. Un-branded footwear store in a local weekly market.
  - b. Super market (like Reliance fresh)(5)
3. When designing a window display what are the major considerations a marketer should have to evoke customer 'Attention' and 'Desire' to buy. Discuss (in brief) in the context of (a) Departmental store (b) Exclusive eyewear store. (5)
4. Can we convince a customer-without getting into a dialogue-simply by using the science of visual merchandising? Discuss with appropriate examples. (5)
5. What types of signages are appropriate for a premium apparel store, and a convenience store? Discuss with appropriate rationale (you can take appropriate assumptions as required). (5)
6. How can the marketers use visual merchandising techniques to foster impulse buying store like Big Bazar? (Answer should have theoretical grounding) (5)
7. In the context of the following stores, suggest which type of store layout has been used? What are the advantages and disadvantages of using such store layouts in the given contexts
  - a. Shopper's Stop
  - b. Reliance Fresh
  - c. Haldiram Bhujawala(10)