

**SVKM's NMIMS**  
**NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION**

Programme: PGDRM

Examination: December 2014  
Subject: Retail Store Design & Location

Semester: III  
Course : New  
Marks : 70  
Time: 3.00 p.m. to 6.00 p.m.

Date: 29.12.2014

**Instructions:**

1. Answer to each new question to be started on a fresh page.
2. Figures in bracket indicate full marks.

**Q.1.) Attempt any 2 out of 4**

**(Marks: 2x5 = 10)**

- a) What is retailing and what is the scope of retailing?
- b) What kind of service retailers provides?
- c) What are the principals of retail store locations and what is the objective of retail store locations?
- d) What are the principals and objectives of store design?

**Q.2.) Write short notes on (2 out of 5)**

**(Marks: 2x5 = 10)**

- a) Planogramming
- b) Elements of image mix
- c) Components of category management
- d) Types of retail store locations
- e) Retail sector in India

**Q.3.) Attempt any 3 out of 5**

**(Marks: 3x10 = 30)**

- a) Discuss different forms of retail stores?
- b) What is opening and closing process of a store?
- c) What are the steps in selection of a retail store location?
- d) What are the various types of store layouts?
- e) What are the challenges in visual merchandising & what are the ways to overcome it?

**Q.4.) Attempt both the questions**

**(Marks: 2x10 = 20)**

You are young entrepreneur and planning to open up a high end fashion Shop In your city.

- a) What types of store layout you will plan for your shop?
- b) Do five major elements Visual merchdising planning of for your shop

You are free to make any assumptions, however, the same need to be explicitly narrated

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