

One Year Diploma, Retail Examination 2014

Model Answer

Subject:- Retail ~~Marketing and Merchandise Display~~ Store Merchandise and Display Paper Code:- 408103

Sets (I) / (II)

Q.1

Q.No.	Answer.	
(i)	a	(i)
(ii)	d	(IV)
(iii)	c	(III)
(iv)	b	(ii)
(v)	c	(iii)
(vi)	c	(ii)
(vii)	d	(IV)
(viii)	a	(i)
(ix)	b	(ii)
(x)	d	(iv)

One Year Diploma, Retail Examination 2014
Model Answer

Subject:-

Paper Code:-

408103

Sets (I) / (II)

Q (i) meaning of retail store :-

Retail store is a place of business where the owner ~~is~~ of retailer store manages to store goods that are procured from manufacturers and displayed for customers who are generally end users. In organised retail business a retail store not only sales goods & services, ~~but~~ they also sales theme and ambience that a consumers prefers. Now a days modern retailers ~~store~~ seek professionals help to design their retail store in such a manner so that the store look attractive and ~~is~~ special for consumers.

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Address:-

Signature of Setter

Subject:-

Paper Code:- 408103

Sets (I) / (II)

2 (ii) Store layout :-

store layout is the physical location of various departments such as food items, utensils, garments etc. that facilitates customers in a retail store. Under store layout a proper plan is made to use the space optimally. It considers customer traffic pattern, merchandise displays, ~~and fixtures~~. The store has permanent structures and other fixtures which are to be arranged in such a manner that the customers have convenience in shopping. store layout should help buyers to move around various sections of the store in a friendly manner.

Name of Setter: -

Designation:-

Address:-

Signature of Setter

One Year Diploma, Retail Examination 2014
Model Answer

Subject:-

Paper Code:- 408103

Sets (I) / (II)

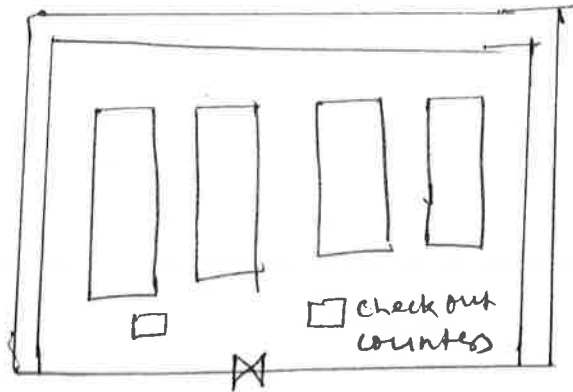
2 (iii) Types of Store layout

There are many types of store layouts :
few of them are :

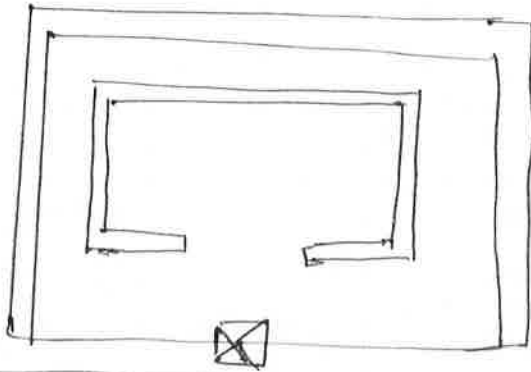
(i) Grid layout

This is generally used for food & grocery retail formats.

Grid layout



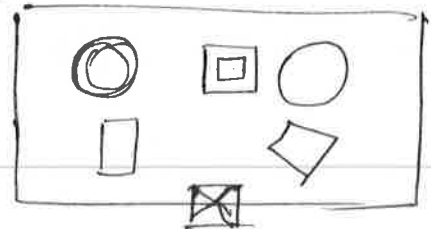
(ii) Loop or race track layout



This is used in a departmental store

(iii) free flow layout

etc.



Name of Setter: -

Designation:-

Address:-

Signature of Setter

Subject:-

Paper Code:-

408/103

Sets (I) / (II)

3 (i) - location:

Location decision is important for any retail business as it ~~is~~ involves costs of the retail store and revenue to be generated by that store. Under cost consideration, it is land cost, transportation cost, human resource cost etc. Under revenue consideration, the number of prospective customers, ~~and the~~ the income of people of that area are important. A location of store may be good but the population of that area may be thin. A retailer has to consider location very carefully, in terms of population of the area & purchasing power of the population.

Name of Setter: -

Designation:-

Address:-

Signature of Setter

Subject:-

Paper Code:- 408103

Sets (I) / (II)

(4) types of displays in retail store :

(a) Window displays : store windows displays should be such that attract the attention of passers. For this exclusive windows can be made.

(b) Live displays : Live models are used for product displays.

(c) Marquee Displays : Marquee panels are erected in the front of the store or in other appropriate places. These are used in large supermarkets.

(d) freestanding displays : freestanding displays are used to communicate new arrivals special offers etc.

(e) counter displays : Some merchandise such as jewellery, watches other fashion items, cosmetics etc can be displayed at glazed display counters.

Name of Setter: -

Designation:-

Address:-

Signature of Setter

(f) End cap displays: These are displayed at the terminal sides of the gondolas on both sides. Book stores & other departmental store have these displays.

(g) Brand displays: A devoted space is provided to specific brands.

One Year Diploma, Retail Examination 2014
Model Answer

Subject:-

Paper Code:- 408103

Sets (I) / (II)

(5) relevance of store layout planning
any two types of store layout -

Store layout planning is important to any retail business. Under store layout planning a physical environment is created which influence the amount of time spent in shopping and the evaluation of merchandise. It is very important for the retailer to plan its store layout properly create a retail atmosphere in such a way that scarce resources are optimally utilised and sales can be maximised. The planning of a store layout involves both interior and exterior elements. ~~Under~~ interior layout refers to all aspects of the physical environment found inside a store. Interior layout affects sales, time spent in the store. ~~Under this~~, flooring, music, interior store design, ^{lightings,} cleanliness etc ~~are~~ fall under this.

Exterior layout refers to all aspects of physical environment found outside the store. It includes

Name of Setter: -

Designation:-

Address:-

Signature of Setter

store entrances, main boards, marquees,
windows, lighting outside the retail store,
parking facilities, signboards etc.

store layout

(*) The detail of Grid layout, freeflow layout, Racetrack layout, storied layout, etc should be written.

One Year Diploma, Retail Examination 2014
Model Answer

Subject:-

Paper Code:- 48103

Sets (I) / (II)

(b) features of V.M., Role of V.M in the process of retail store.

The features of V.M includes ~~store~~ atmospherics, Graphics, signages, colour schemes, lighting system, Display props, textures, windows fixtures etc.

Store atmospherics. It is closely related to the store environment and refers to conveying positive image of the store to customers through ~~the~~ visual communication, lighting systems etc. The motive is to attract customers towards the store. The setting of V.M should be to create such a store atmospherics.

Graphics: Graphics can be theme based and it can be ^{designed for} promotional campaigns also.

Signage: Signage are specific letters or designs which guide customer towards the store and merchandise.

Colour scheme: Colour is very important tool in attracting a customer, colour scheme should be

Name of Setter: -

Designation:-

Address:-

Signature of Setter

selected properly and it should match the theme of displays. Colours should also match with festivals etc.

Lighting system: Lighting is very important aspects of V.M.

Display props, textures etc can be similarly analysed as features of V.M.

V.M. plays a major role in enhancing sales and it increases the friendly experience of shopping. ~~It is~~ A proper V.M builds an image ~~in~~ in the minds of a customer. But this requires a great deal of planning. A V.M ~~creates an image~~ should be such that a passerby should be induced to visit the store. Attractive V.M motivates the customer to buy because it highlights the features of goods and services. The sight of a beautiful display or show window proves irresistible and thus customers walk in the store. A V.M role should also be to educate the customers about the product.