

**DIPLOMA IN FASHION DESIGN
AND RETAIL (DFDR)**

Term-End Examination

June, 2025

**BFD-078 : VISUAL MERCHANDISING AND IT
APPLICATION IN RETAILING**

Time : 3 Hours

Maximum Marks : 100

Note : Attempt any *five* questions. Each question carries equal marks.

1. (a) What is visual merchandising ? Explain the objectives and elements of visual merchandising for Retailing. 10
- (b) Discuss the essential features and planning for visual merchandising. 10
2. (a) What do you mean by window display ? Discuss the various types of display settings. 10

- (b) What is Planogram ? Discuss the steps involved in creating a planogram. 10
3. (a) Define Retail formats. Describe the different types of retail formats. 10
- (b) Explain In-store merchandise presentation for fashion apparel. 10
4. (a) Discuss about display of fashion jewellery in a store. 10
- (b) Differentiate between departmental store and speciality market with the help of examples. 10
5. (a) What do you mean by POS hardware and software ? Describe its benefits with reference to consumers. 10
- (b) Discuss the components and characteristics of a computer. 10
6. (a) What is information system ? List out the use of Database Management System (DBMS). 10

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- (b) Describe the benefits of MMS (Merchandise Management System) to retail business. 10

7. Write short notes on any *four* of the following : 4×5=20

- (a) E-commerce and M-commerce
- (b) Components of store execution
- (c) Retail operation challenges
- (d) Loyalty management
- (e) Shifts in marketing
- (f) Retail Business Intelligence

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