

**DIPLOMA IN FASHION DESIGN
AND RETAIL (DFDR)
Term-End Examination
June, 2026**

**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) Describe the salient features of display approach for apparels. 10
- (b) What is store ambience ? Describe the different key elements for getting the right kind of ambience for any fashion retail store. 10

2. (a) Enumerate common errors that may occur while planning display merchandise with the help of examples. 10
- (b) Explain the various types of merchandise presentation. Describe micro-space and macro-space planogram. 10
3. (a) Explain the features of mall, departmental stores, and neighbourhood stores. 10
- (b) Design and describe floor plan under the category of men's wear section, with the help of a diagram. 10
4. (a) Differentiate between departmental store and speciality market, using suitable examples. 10
- (b) Discuss the factors influencing service quality. 10
5. (a) What is the use of a computer ? Explain its hardware and software components. 10
- (b) Explain the retail management information system. 10

6. (a) Discuss the various technologies that are being used by retailers in creating customer value. 10
- (b) Discuss the challenges for running MMS–Merchandise Management System in retail/business. 10
7. Write short notes on any *four* of the following : 4×5=20
- (a) E-commerce and M-commerce
- (b) Retail Operation Challenges
- (c) Shifts in Marketing
- (d) Advantages of E-Retailing
- (e) In-Store Pick-up
- (f) In-Store Return

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