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| **SESSION** | **JUNE/JULY2023** |
| **PROGRAM** | **BACHELORof business administration (BBA)** |
| **SEMESTER** | **V** |
| **course CODE & NAME** | **dBB3124&Visual merchandising** |
| **CREDITS** | **4** |
| **nUMBER OF ASSIGNMENTS & Marks** | **02**  **30 Marks each** |

**Assignment Set – 1**

**1. What do you mean visual merchandising? What are the components of visual merchandising?**

**Ans 1.**

**Introduction to Visual Merchandising:**

Visual merchandising is a crucial retail strategy that focuses on creating visually appealing and engaging displays to attract customers, enhance their shopping experience, and ultimately drive sales. It involves using various design techniques, artistic elements, and strategic arrangements to effectively showcase products and communicate the brand's identity. Visual merchandising aims to captivate customers' attention, guide them through the store, and

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**2. Explain the concept of visual merchandising as a support for positioning strategy.**

**Ans 2.**

Visual merchandising is a crucial aspect of retail marketing that involves the strategic presentation of products and store aesthetics to attract customers, enhance their shopping experience, and reinforce the brand's positioning strategy. It encompasses various elements such as store layout, product placement, signage, lighting, color schemes, and displays. The goal of visual merchandising is to create a visually appealing and coherent environment that

**3. Explain the relevance of color scheme and lightning as atmospherics in merchandising.**

**Ans 3.**

Color scheme and lighting are crucial atmospherics in the field of merchandising, playing a significant role in shaping the shopping experience, influencing consumer behavior, and ultimately impacting sales. These two elements work in harmony to create a visually appealing and emotionally engaging environment within retail spaces, enhancing brand identity and customer engagement.

Color scheme, or the combination of colors used in a store's design and displays, is a

**Assignment Set – 2**

**4. Explain the concept of store design. Explain the role of exterior of a store, interior of a store and window displays in store design.**

**Ans 4.**

Store design is a critical aspect of retail strategy that encompasses the arrangement, layout, and presentation of a physical retail space to create a favorable and engaging environment for customers. It involves a careful consideration of various elements to enhance the overall shopping experience and drive sales. Store design is an amalgamation of both functional and aesthetic considerations, aimed at optimizing the flow of customers, promoting products, and establishing a strong brand identity.

**5. Explain the objectives of managing communications for a retail store.**

**Ans 5.**

Managing communications for a retail store is a crucial aspect of overall business operations that directly impacts customer experience, brand perception, and operational efficiency. Effective communication strategies enhance customer engagement, streamline internal processes, and contribute to the achievement of business goals. The objectives of managing communications for a retail store are multifaceted and encompass both internal and external aspects.

**6. Explain what is non store retail merchandising with examples.**

**Ans 6.**

Non-store retail merchandising refers to the marketing and sale of products outside of traditional physical store locations. This approach embraces various methods and channels to reach consumers and showcase products without relying on a brick-and-mortar establishment. It has gained significant traction due to the rise of e-commerce, technology advancements, and changing consumer preferences. This form of retailing offers convenience, flexibility,