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| **SESSION** | **Feb 2024** |
| **PROGRAM** | **BACHELOR OF BUSINESS ADMINISTRATION (BBA)** |
| **SEMESTER** | **V** |
| **COURSE CODE & NAME** | **DBB3124 – VISUAL MERCHANDISING** |
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**Assignment Set – 1**

**1. Explain the common challenges faced in visual merchandising? 10**

**Ans 1.**

Visual merchandising plays a crucial role in retail environments, enhancing the overall shopping experience and influencing consumer behavior. However, like any other field, it comes with its fair share of challenges that professionals in the industry must navigate. Here are some common challenges faced in visual merchandising:

1. **Limited Budgets:** One of the primary challenges in visual merchandising is often the constraint of limited budgets. Retailers may struggle to allocate sufficient resources to create visually appealing displays, impacting the quality and creativity of the visual merchandising e

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**2. What is assortment strategy? Discuss a few guidelines that should be kept in mind for right product assortment? 5+5**

**Ans 2.**

**Assortment Strategy in Visual Merchandising**

In the realm of visual merchandising, assortment strategy plays a pivotal role in shaping the overall shopping experience and influencing consumer behavior. Assortment strategy refers to the careful selection and arrangement of products within a retail space to optimize sales, enhance brand image, and cater to the target audience. It involves the thoughtful consideration of factors such as product categories, styles, colors, pricing, and seasonal relevance.

A well-defined

**3. Explain the various types of store layout? 10**

**Ans 3.**

Store layout is a crucial aspect of retail design that significantly influences the overall shopping experience for customers. It involves the strategic arrangement of fixtures, displays, aisles, and other elements within a retail space to optimize traffic flow, enhance product visibility, and ultimately drive sales. Different types of store layouts cater to various business goals and customer preferences. Here are some of the common types of store layouts:

1. **Grid Layout:**

Top of Form

**Assignment Set – 2**

**4. What is color blocking? Discuss the concept of color wheel? 5+5**

**Ans 4.**

Color blocking is a prominent technique in visual merchandising that involves the strategic combination of different solid colors to create a visually striking and cohesive display. The fundamental idea behind color blocking is to use contrasting or complementary colors to enhance the overall aesthetic appeal and draw attention to specific products or sections within a retail space.

In the context of

**5. Elaborate the two methods used in retail communication? 5+5**

**Ans 5.**

Retail communication plays a crucial role in the success of any business, particularly in the realm of visual merchandising where the presentation of products and brand image directly impacts consumer perceptions. Two key methods employed in retail communication are visual communication and experiential communication.

**Visual**

**Top of Form**

**6. Discuss the concept of product presentation in non-store retail merchandising? 10**

**Ans 6.**

Product presentation in non-store retail merchandising is a crucial aspect of marketing that involves showcasing and promoting products outside of traditional brick-and-mortar stores. This concept is particularly relevant in today's dynamic retail landscape, where e-commerce, mobile shopping, and various online platforms have become integral channels for consumers. The principles of visual merchandising, even in a non-store setting, play a pivotal role in attracting and