TUTOR MARKED ASSIGNMENT (TMA)

Course Code	**:**	**BRL-114**
Course Title	**:**	**VISUAL MERCHANDISING & STORE PLANNING**
Assignment Code	**:**	**BRL-114/TMA/2026-27**
Coverage	**:**	**All Blocks**

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. What is visual merchandising? Explain the objectives of visual merchandising in India. **(10)**

2. What is meant by a colour wheel? Discuss the rules of colours that can improve the display. **(10)**

3. What do you understand by macro-space planogram? Discuss the important steps while setting up a new store. **(10)**

4. Explain the types of fixtures and their applications in food and grocery products. **(10)**

5. Define online visual merchandising. Describe the factors related to visual merchandising that must be taken care of while planning to design a hotel. **(10)**

6. Describe the main types of sources of lighting and types of lighting fixtures setting. **(10)**

7. Explain the display approach for apparels. Discuss the comparative study across retail formats. **(10)**

(B) Essay Type Questions

8. Discuss in detail the different types of displays and display setting. Explain the essentials of a good display. **(15)**

9. Write short notes on any three: **(15)**

a) Façade Signage
b) Exclusive Store
c) Fittings and Hardware
d) Kiosks

1. What is visual merchandising? Explain the objectives of visual merchandising in India. (10)

Answer

Visual merchandising is the planned presentation of merchandise and the shopping environment through layout, displays, colour, lighting, signage, fixtures and product grouping. It translates a retailer's merchandise strategy into visual cues that a customer can notice, understand and respond to. A well-presented store acts as a **silent salesperson**: it attracts attention, reduces the effort of finding products and gives the shopper confidence about quality and value. It is wider than decorating a shop window because it covers the customer's whole journey, including the entrance, selling floor, fitting areas, checkout and increasingly the retailer's digital channels.

Objectives in the Indian retail context

To attract shoppers and create a distinctive identity. Indian retail includes neighbourhood shops, value chains, department stores, malls and specialist outlets. A clean entrance, identifiable storefront, clear promotional messages and a consistent colour scheme help a store become recognisable in a busy shopping street or mall. During Diwali or a regional festival, for instance, a coordinated display can connect relevant merchandise with the occasion without obstructing circulation.

To make merchandise visible and easy to compare. Logical categories, eye-level placement of priority lines, legible price tickets and sufficient space between products enable shoppers to locate sizes, styles and alternatives. Visual merchandising can distinguish basic products from premium products without misleading consumers about their quality. It also reduces dependence on staff for routine directions.

To stimulate purchase and increase basket value. Feature tables, coordinated outfits and complementary placements expose consumers to solutions rather than isolated items. A retailer may display a formal shirt with matching trousers and accessories, or keep suitable grocery accompaniments near a main product. Such cross-merchandising encourages useful additional purchases. Promotional displays work best when offer conditions are unambiguous and inventory is available.

To communicate product benefits and value. Presentation should explain what is special about an item, through size information, demonstrations, material labels, origin, usage advice or transparent pricing. This is important in India, where consumers may compare offerings across physical shops, marketplaces and brand