

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

MSc DEGREE EXAMINATION DECEMBER 2023  
(First Semester)

Branch - COSTUME DESIGN AND FASHION

**BOUTIQUE AND STORE PLANNING**

Time: Three Hours

Maximum: 75 Marks

**SECTION-A (10 Marks)**

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	What is the significance of proper display settings in a retail environment? a) They help employees take their breaks b) They ensure the store is always at the right temperature c) They enhance the shopping experience and drive sales d) They prevent shoplifting	K1	CO1
	2	Which type of display is commonly used to highlight seasonal or promotional products? a) Permanent display                      b) Endcap display c) Virtual display                              d) Hidden display	K2	CO1
2	3	"Style addicts" in the context of fashion retail refers to: a) People who collect antique furniture b) Individuals with an obsessive interest in fashion and personal style c) Shoplifters d) Discount shoppers	K1	CO2
	4	Which of the following is NOT an alternative to traditional mannequins in boutique displays? a) Holographic displays                      b) Fashion sketches c) Virtual reality headsets                      d) Live models	K2	CO2
3	5	What does "masking" refer to in the context of visual merchandising? a) A technique to disguise the store's location b) Using costumes for store employees c) Covering or partially concealing displays to create intrigue d) Wearing masks during store events	K1	CO3
	6	"Proscenia" in visual merchandising is associated with: a) A type of tropical fruit b) Store employees' uniforms c) The use of props and staging to create a theatrical setting d) Paint color for walls	K2	CO3
4	7	In visual merchandise planning, what is the purpose of planograms? a) To create complex floor plans that confuse customers b) To optimize product placement and space allocation based on sales data c) To display unrelated products together for customer convenience d) To eliminate the need for product displays	K1	CO4
	8	When planning the layout of a retail store, what is the main purpose of creating focal points? a) To hide popular products from customers b) To encourage customers to wander aimlessly c) To draw customers' attention and guide their shopping experience d) To create barriers that deter customers from browsing	K2	CO4

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5	9	Store planning in boutique retail involves: a) Randomly placing products throughout the store b) Reducing the square footage of the boutique c) Creating an effective and customer-friendly layout d) Using only visual merchandising techniques	K1	CO5
	10	Which type of store allocation strategy involves grouping similar products together, such as placing all clothing items in one area of the boutique? a) Category-based allocation      b) Random allocation c) Color-based allocation          d) Alphabetical allocation	K2	CO5

**SECTION - B (35 Marks)**

Answer ALL questions.

ALL questions carry EQUAL Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Discuss the significance of color in store displays. How does the strategic use of color impact the customer's perception of a store and its products? Provide real-world examples.	K2	CO1
	(OR)			
	11.b.	Describe the concept of "line and composition" in the context of store displays. How can the arrangement and placement of items influence the effectiveness of a display? Provide practical insights.		
2	12.a.	Explain in detail the role of mannequins in a boutique's visual merchandising strategy.	K3	CO2
	(OR)			
	12.b.	Describe various alternatives to traditional mannequins in boutique displays. Discuss the advantages and disadvantages of each alternative and provide instances where they might be most effective.		
3	13.a.	Describe the various attention-getting devices used in visual merchandising. How do they contribute to creating a dynamic and engaging shopping environment? Provide examples and explain their impact on customer behavior.	K3	CO3
	(OR)			
	13.b.	Discuss the role of familiar symbols in visual merchandising. How can symbols help customers navigate a store and identify product categories? Provide examples of symbols commonly used in retail settings.		
4	14.a.	Explain the importance of store planning and design in creating a customer-friendly and profitable retail environment. How can a well-thought-out store layout impact customer behavior and sales? Provide examples of effective store designs.	K4	CO4
	(OR)			
	14.b.	Discuss how visual merchandising has evolved to meet the changing face of retail, particularly in the digital age. What innovative techniques and strategies are being employed to capture the attention of tech-savvy consumers? Provide examples.		
5	15.a.	Outline the key considerations and principles of effective store planning in boutique retail. How does a well-thought-out store layout impact customer behavior, product placement, and sales? Provide real-world examples.	K4	CO5
	(OR)			
	15.b.	Discuss the concept of theme-based store allocation and its role in creating a unique shopping experience. How can a boutique align its store allocation with seasonal or thematic displays to attract and engage customers? Provide insights into theme-based allocation.		



**SECTION -C (30 Marks)**

Answer ANY THREE questions.

ALL questions carry EQUAL Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Analyze the various elements that contribute to the exterior appearance of a retail store. How do these elements affect a store's curb appeal and attract potential customers? Give examples.	K4	CO1
2	17	Explore the concept of modular fixtures and systems in store planning. How do these elements allow for flexible and customizable store layouts? Provide examples of how they adapt to changing retail trends.	K4	CO2
3	18	Analyze the significance of fashion accessories in visual merchandising. How do accessories complement clothing displays and contribute to cross-selling? Provide examples of how boutiques integrate accessories into their visual merchandising strategies.	K4	CO3
4	19	Explore various visual merchandising techniques used in retail, including window displays, focal points, and signage. How do these techniques influence customer engagement and the shopping experience?	K4	CO4
5	20	Explain the steps involved in creating a compelling window display that aligns with current trends and a thematic approach. How can such displays captivate passersby and encourage them to enter the boutique?	K4	CO5

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