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

**1. Explain visual merchandising. Describe the lifecycle of visual merchandising. 2+8**

**Ans 1.**

**Definition of Visual Merchandising**

Visual merchandising refers to the strategic presentation and arrangement of products in a retail space to attract, engage, and motivate customers to make purchases. It involves the use of creative displays, lighting, colors, signage, and other aesthetic elements to enhance the shopping experience and communicate the brand’s identity. Visual merchandising is not just about making a store look appealing; it is a critical marketing tool that influences consumer behavior and maximizes sales. Retailers employ visual merchandising to create an immersive

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**2. What are atmospherics in the context of visual merchandising?**

**Ans 2.**

**Definition of Atmospherics**

Atmospherics refer to the deliberate design of a retail environment’s sensory elements to create a specific mood or emotional response in customers. These elements include lighting, music, scents, temperature, colors, and spatial layout. The primary goal of atmospherics is to enhance the overall shopping experience, influence customer behavior, and encourage them to spend more time and money in the store. By carefully crafting the store’s ambiance, retailers can

**3. What are the common types of retail locations?**

**Ans 3.**

**Definition of Retail Locations**

Retail locations refer to the physical or virtual spaces where businesses sell products and services to customers. The choice of retail location significantly impacts a store’s success, as it determines accessibility, visibility, and customer convenience. Different types of retail locations cater to various business models and target audiences, each with its own set of advantages and challenges.

**Types of Retail Locations**

**1. Shopping Malls** Shopping malls are large complexes that house multiple retail stores, food

**Assignment Set – 2**

**4. Define color blocking. How does the use of the color wheel enhance the aesthetic appeal in visual merchandising.?**

**Ans 4.**

**Understanding Color Blocking**

Color blocking is a creative design technique where bold, solid blocks of contrasting or complementary colors are arranged together to produce a visually striking effect. Originating in the world of fashion, this concept has found widespread application in visual merchandising, where the strategic placement of colors plays a crucial role in attracting customer attention. In retail spaces, color blocking is utilized to create displays that stand out, guide customer focus

**5. Describe various methods of communication used in virtual merchandising.**

**Ans 5.**

**Visual Storytelling**

Visual storytelling is a cornerstone of virtual merchandising, enabling brands to convey their narratives and product value propositions effectively. This method relies on high-quality visuals—including images, videos, and animations—to engage customers and guide them through the shopping experience. For example, an online apparel retailer might showcase a video of a model wearing a jacket in various weather conditions to highlight its versatility and functionality. By creating a compelling visual narrative, brands can foster emotional

**6. Explain what is catalogue management and its use in visual merchandising.5+5**

**Ans 6.**

**Defining Catalogue Management**

Catalogue management is the process of organizing, storing, and maintaining accurate product information in a centralized system. In the context of visual merchandising, it involves ensuring that details such as product descriptions, images, prices, and availability are consistently updated and presented. This organized data forms the backbone of both physical and virtual