

**K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH,
Vidyavihar, Mumbai- 400077**

**Program: PGDM RM. (Batch2016-18), Trimester IV
Subject: Visual Merchandising i/c Shoppers Experience
(End Term Examination)**

**Maximum Marks: 50
Duration: 3 hours**

Date: 13/09/2017

**Instructions: i) Question no. 1 & 2 are compulsory.
ii) Attempt Any Three from Q3 to Q6.**

**QUESTION 1 Read the case and answer the questions given below:
(Marks)**

(10)

Designing a Signature Fixture for Accessories

Ken Sinclair owns both a bridal photography and consulting business and thriving floral business. He has leased the main floor of a large, older building that once housed a variety store in a picturesque Midwestern college town. Most of the ornate Main Street storefronts were built of red brick around 1900 with charming architectural features and flower boxes.

Ken is pleased with the photo studio space his landlord allowed him to build at the rear of the shop, but he was frustrated with the large open area that greets floral customers and photography clients when they enter his business. He thinks it is too open and lacks the more intimate atmosphere he wants to bridge his photography and bridal consulting space and his floral shop.

Ken has an idea that he is certain will transform the front of his business into a sales generating area for the smaller bridal accessory items that he was not displaying very effectively at the present. In addition to the usual picture frames and photo albums, he also sells guest books, toasting glasses, cake-toppers and cutters, ice buckets, centerpieces, vases, mirrors, unity candles, and small mementos for member of bridal parties.

Ken thinks that a signature fixture could make a statement about his two businesses, display the accessory items in his inventory and encourage impulse shopping. He envisions something eye-catching and original, a supersized, multitiered wedding cake!

Questions:

- i) Do you agree with Ken's idea of using an eye-catching, supersized, multitiered wedding cake fixture for displaying the accessory items? Explain why you agree or disagree with his thinking?
- ii) As a visual merchandiser, suggest atleast two more different ideas to Ken on a signature fixture to be placed in the large open area for accessories.

QUESTION 2
(10 Marks)

Read the caselet and answer the questions given below:

Merchandising Walls Effectively

Judy Evenson has just started her own visual merchandising business as an independent contractor in a Chicago suburb. There are a number of other visual merchandisers marketing similar businesses, and the competition is keen.

To differentiate her business from those of her competitors, Judy advertises her expertise in creating exciting wall presentations. As a part of her marketing strategy, she has arranged to speak at a monthly mall meeting for a group of suburban mall store managers. Judy shows slides of wall presentations she has created at other malls, and she offers a few basic tips to the managers in her audience. She collects business cards from the managers for a drawing that awards a free wall setup to the winner.

Karen, the winning manager, is from a store that carries both women's executive wear and workday casual apparel, in a moderate price range. After talking to her, Judy learns that Karen not only owns the store and purchases all of its merchandise but also is accustomed to doing all the visual merchandise presentation work herself.

Next, when they meet in the Karen's store, Judy analyzes Karen's current wall setups and finds that several critical visual elements are missing from the displays which in turn are also colorless and monotonous. Judy also notices that Karen has used no props or mannequin alternatives to enhance her displays or wall presentations in the store. When she asks about them, Karen tells her that she doesn't think props are important. "If the merchandise doesn't speak for itself," Karen says, "I don't think adding props will help," She then adds, "I don't sell props, I sell clothes."

Judy knows that she must satisfy Karen because the success of this job is critical in developing future visual merchandising accounts in the mall. She must find a way to gain Karen's confidence and her enthusiastic support.

Questions:

- i) Besides speaking at this mall meeting, what else can Judy do to market her business to the people who did not win the free setup?
- ii) How might Judy approach the subject of adding props, graphics, signage or any other elements in her "demo" wall treatment for Karen's store?

QUESTION 3 Briefly explain ANY FOUR top elements that influence a Store's Image with suitable examples. **(10 Marks)**

QUESTION 4 State and explain the elements of Design with appropriate examples. **(10 Marks)**

QUESTION 5 Define Shopper Marketing. Differentiate between Consumer Marketing and Shopper Marketing. (10 Marks)

QUESTION 6 Write short notes on Any Two: (10 Marks)

- a) Path to Purchase
- b) Store Fixtures
- c) Shopper Behavior Cycle
- d) Window Displays
- e) VM in online stores

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