

1. What is the act of pulling each product to the front edge of a shelf with the label turned forward?
 - a. Facing up
 - b. Labelling
 - c. Stacking
 - d. Aligning

2. What does the question mark in the shelf edge label stand for?



- a. Electronic article number
 - b. Product identification number
 - c. Electronic identification Image
 - d. Product name and description
- (1 Mark)
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3. What should be done if there is a leakage in the display containing tetra pack products of fruit juices?
 - a. Dismantle the display
 - b. Create a new display theme
 - c. Replace the leaking packets with a new one
 - d. Place the leaking packet after wiping it off
- (1 mark)

4. Which of the following actions have to be taken whenever there is gap identified on the shelf?
- Bring to front
 - Send to back
 - Inform department manager
 - Inform the store manager
- (1 Mark)

5. What is the purpose of a design brief?
- To convey the expected display
 - To evaluate margins to be earned
 - To convey the designs of the apparel
 - To evaluate the performance of a display

6. Which of the following is the purpose of visual merchandising in retail?
- Increase sales
 - Inform about new arrivals
 - Attract customers
 - All of the above
- (1 Mark)

7. What is the type of display illustrated in the figure below known as? Note that the display is placed independently in midst of the floor.



- Water fall
- Marque
- Island
- End Cap

(1 Mark)

8. When a customer is brought to you by an associate for a product non-availability due to out of stock, what will you do?
- Ask the customer to look for any other alternate product
 - Suggest the customer with alternate product if he prefers
 - Assure that you will make the product available the next day
 - Apologise telling him the store does not sell the product