

S.No. 3675

20 SCCID 5

(For candidates admitted from 2020–2021 batch)

B.Sc. DEGREE EXAMINATION, NOVEMBER 2023.

Part III — Interior Design — Major

COMMERCIAL SPACE DESIGN

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20)

Answer ALL questions.

1. Define: retail.
2. Mention the factors that affect publicity.
3. Expand BOCA.
4. Specify the requirements of detection systems in commercial buildings.
5. Write a short note on store exteriors.
6. What do you mean by flagship stores?
7. Compare chain store and multiple store.
8. Enlist the commercial interior design elements.
9. Indicate the categories of window display.
10. Denote the significance of display in a store.

SECTION B — (5 × 5 = 25)

Answer ALL questions choosing either (a) or (b).

11. (a) Explain in detail the evolution of a retail store.

Or

- (b) Differentiate the types of trade fairs with suitable examples.

12. (a) Highlight the remarkable guidelines in designing educational institutions.

Or

- (b) Detail the space planning techniques you will adopt while designing a shopping complex.

13. (a) Mention the objectives of visual merchandising in stores

Or

- (b) Develop a layout suitable for a cash counter in a hotel.

14. (a) Discuss a short note on point of purchase display.

Or

- (b) Give the general principles should be considered while planning for interior display.

15. (a) Write a note on the concept of window display.

Or

- (b) Describe how you will plan an attractive window arrangement.

SECTION C — (3 × 10 = 30)

Answer any THREE questions.

16. Explicate the factors responsible for retailing system in India.

17. Express the procedure for selecting and finalizing a location in establishing a store.

18. Elaborate on any five store interiors areas where visual merchandising of a store can be highlighted.

19. Describe how will you design the exterior of a store using different elements and components.

20. Evaluate the types of window display with suitable illustrations.