**DBB3124 Visual Merchandising**

**Assignment Set – 1**

1. Explain visual merchandising. Describe the lifecycle of visual merchandising.

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

3. What are the common types of retail locations?

**Assignment Set – 2**

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

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

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

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