

**B.Sc. FASHION MERCHANDIZING & RETAIL
MANAGEMENT (BSCFMRM)**

Term-End Examination

December, 2012

BFW-020 : RETAIL COMMUNICATION

Time : 3 hours

Maximum Marks : 70

*Note : Attempt **any seven** questions. All questions carry **equal marks**.*

1. What is consumer behaviour? Why is it important for promotional planners to understand consumer behaviour? **10**

2. Explain the four best-known response hierarchy models ? What are their implications for advertisers ? **10**

3. Write short notes on the following : **4x2½=10**
 - (a) In-house agency
 - (b) Undifferentiated marketing strategy
 - (c) Focus group
 - (d) Celebrity endorsement

4. Discuss the advantages and limitations of the following. (Attempt *Any two*) : 2x5=10
- (a) TV advertising
 - (b) Price Deals
 - (c) Buy-back offers
5. What is a "Creative brief? What are the important factors which should be taken into account while writing a creative brief? 10
6. What is the role of humour in advertising? Discuss its positive and negative aspects. Give examples of advertisement containing humour appeal. 10
7. How can brand personality help in building the brand equity? 10
8. Discuss the profile of high and low-involvement consumers? How is each group likely to behave in case of routinely purchased low cost products? 10
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