

**M.Sc. FASHION MERCHANDIZING AND
RETAIL MANAGEMENT (MSCFMRM)**

Term-End Examination

December, 2012

MFW-011 : RETAIL COMMUNICATION

Time : 3 hours

Maximum Marks : 70

Note : Attempt any SEVEN questions. Each question carries equal marks.

1. "Retail promotion has the main objective of influencing consumer perceptions, attitudes and behaviour, in order to increase store loyalty." Discuss with reference to the objectives of retail promotion. What are the various steps involved in developing the retail promotion process ? 10
2. How does retail communication help in building brand image? Discuss various steps involved in the consumer decision making process. 10
3. Define the term Advertising. Discuss the various types of Advertising, their merits and demerits in detail. 10
4. What do you understand by the term sales promotion ? Write a detailed note in consumer sales promotions with the help of suitable example. 10

5. (a) What do you understand by Publicity ? 5+5
How does publicity help to build a positive image for the retailers ? What are the limitations of publicity ?
(b) Enumerate the differences between Publicity and Public Relations.
6. Sponsorships create goodwill for retailers among the customers and the society. Discuss the various types of sponsorships. Also, discuss the advantages and disadvantages of sponsorships. 10
7. Explain the term, "personal selling". Describe the various stages of personal selling in detail. 10
8. Write short notes in the following : 5+5
(a) Window Display
(b) Integrated Marketing Communications.
9. Explain the term, "Direct Marketing". Discuss the various tools of Direct Marketing adopted by retailers in order to reach out to their target market. 10
