

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

Term-End Examination

December, 2013

BFW-020 : RETAIL COMMUNICATION

Time : 3 hours

Maximum Marks : 70

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

1. Explain the term " Retail Communication Mix." 10
The retailer fully needs to understand the consumer buying behaviour before executing his communication strategies. Explain the consumer buying behaviour in detail .
2. How does the use of celebrities as brand 10
ambassadors help retail brands in achieving their strategic and long term objectives ?
3. Discuss the various functions of Advertising. 10
4. Direct Marketing is the use of direct media to 10
reach the target customers. Discuss the various reasons for the increased use of Direct Marketing by retailers. Also, discuss the advantages and disadvantages of Direct Marketing as a communication tool.

5. Over the time, sponsorships create goodwill for retailers among customers and society. Discuss the primary types of sponsorships. **10**
6. Radio Advertising uses different types of appeals to reach out to the target customers. Enumerate the various types of Appeals in Radio Advertising. Also, discuss the various advantages and disadvantages of Radio Advertising. **10**
7. Discuss the various advantages and disadvantages of Sales Promotional methods adopted by retailers. **10**
8. Window Display are a critical means of generating more store traffic. Discuss the objectives of window display. Also, discuss the various methods of window display. **10**
9. Explain the terms Public Relations and Publicity. Enumerate the differences between the two. **10**
10. Write short notes on the following : **5+5=10**
 - (a) Visual Merchandising
 - (b) Image Advertising
