

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

**Term-End Examination**

**December, 2013**

**MFW-011 : RETAIL COMMUNICATION**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. Define 'culture.' How does culture influence consumer behaviour ? Give suitable examples. **10**
2. Explain Foote, Cone and Belding (FCB) model of advertising planning. What are its implications for advertisers ? **10**
3. Write short note on the following : **4x2½=10**
  - (a) Concentrated marketing strategy
  - (b) Full service agency
  - (c) In-depth interview
  - (d) Celebrity endorsement
4. What are the different types of Public Relations (PR) programmes ? What is the criterion for measuring the effectiveness of Public Relations (PR) programmes ? **10**

5. Discuss the advantages and limitations of the following (*any two*) : 2x5=10
- (a) Newspaper advertising
  - (b) Price packs
  - (c) Continuity plans
6. Are fear appeals effective ? Discuss the implications of using fear in advertising. Give examples of advertising containing fear appeal. 10
7. Explain the concepts of brand personality and brand image with suitable examples. 10
8. Discuss the profile of high and low-involvement consumers. How are they likely to behave in case of expensive products ? 10
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