

**B.Sc. FASHION MERCHANDISING AND
RETAIL MANAGEMENT (BSCFMRM)**

Term-End Examination

December, 2015

BFW-020 : RETAIL COMMUNICATION

Time : 3 hours

Maximum Marks : 70

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

1. Discuss the various store based and market based communication methods adopted by retailers. 10

2. "Many organisations use Television as a means of communication with its customers." Justify the statement with the help of suitable examples. 10

3. Discuss the rationale of providing sponsorships by retailers. Also discuss the various types of sponsorships. 10

4. Discuss the various advantages and disadvantages of sales promotional methods. 10

5. What do you understand by the term 'Consumer Behaviour' ? Why is it important for promotional planners to understand consumer behaviour ? 10
6. What is a 'Creative brief' ? What are the important factors which should be taken into account while writing a creative brief ? 10
7. How can brand personality help in building the 'Brand Equity' ? 10
8. Write short notes on any *two* of the following : $2 \times 5 = 10$
- (a) In-house Agency
 - (b) Undifferentiated Marketing Strategy
 - (c) Focus Group
 - (d) Celebrity Endorsement
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