

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

Term-End Examination

December, 2015

00201

MFW-011 : RETAIL COMMUNICATION

Time : 3 hours

Maximum Marks : 70

Note : Attempt any **seven** questions. Each question carries equal marks.

1. (a) How would you define modern advertising ?
Discuss the various objectives of advertising with the help of suitable examples.
- (b) Discuss the various functions of advertising. 5+5
2. Discuss the objectives of sales promotion. Also discuss the various advantages and disadvantages of sales promotion. 3+7
3. (a) How does retail communication help in building brand image ?
- (b) Discuss various steps involved in the consumer decision-making process. 5+5

4. Why do retailers use personal selling techniques to promote their business ? List the various advantages and disadvantages of personal selling techniques. 3+7
5. "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
6. (a) What do you understand by publicity ? 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 advertisement. 5+5
7. What is the role of humour in advertising ? Discuss its positive and negative aspects with suitable examples. 10
8. Write short notes on any *two* of the following : 2×5=10
- (a) Window Display
- (b) In-house Agency
- (c) Focus Group