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

Term-End Examination

June, 2012

BFW-020 : RETAIL COMMUNICATION

Time : 3 hours

Maximum Marks : 70

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

1. Discuss the different stages of consumer decision making process. Elucidate with examples. **10**
2. Explain Cognitive Response Model. What is its implication for advertisers ? **10**
3. Write a short notes on the following : **4x2½=10**
 - (a) Full service agency
 - (b) Differentiated marketing strategy
 - (c) In - depth interview
 - (d) Celebrity Endorsement
4. What are the different types of Public Relations (PR) programs ? Mention the criterion for measuring the effectiveness of PR programs. **10**

5. Discuss the advantages and limitations of the following (*Any two*) : 2x5=10
- (a) Magazine advertising
 - (b) Price packs
 - (c) Contests & sweep-stakes
6. What is a creative brief ? What are the important factors that should be taken into account while writing a creative brief ? 10
7. Are "fear appeals" effective ? Discuss the implications of using fear appeal in advertisements. Give suitable examples of advertisement containing fear appeal. 10
8. Are the concepts of brand personality and brand image different ? Elucidate with examples. 10
9. Discuss immediate value and delayed value sales promotions with examples. 10
10. Discuss the profile of high and low-involvement consumers. How is each group likely to behave in case of expensive products ? 10
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