

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

Term-End Examination

00451

June, 2014

BFW-020 : RETAIL COMMUNICATION

Time : 3 hours

Maximum Marks : 70

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

1. What are the main functions and benefits of advertising ? Give suitable examples. 14
2. What are the important elements in print advertising ? Discuss in detail. 14
3. What is public relations ? Describe its functions. 14
4. What are the advantages and disadvantages of advertising in newspapers ? 14
5. What are the important do's and don'ts for personal selling ? 14
6. Write short notes on the following : 14
 - (a) Primary Demand Advertising
 - (b) Co-operative Advertising
 - (c) Ad layout

7. "A retail outlet into consumer durable business wants to devise sales promotion schemes for its customers during the festival period of October 2014 to December 2014."

Suggest various sales promotion schemes that can be considered by the retailer.

14
