

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

**Term-End Examination**

00276

**June, 2016**

**BFW-020 : RETAIL COMMUNICATION**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. What do you understand by the term consumer behaviour ? Why is it important for promotional planners to understand consumer behaviour ? 10
2. What is a "Creative brief" ? What are the important factors which should be taken into consideration while writing a creative brief ? 10
3. How can "brand personality" help in building the brand equity ? 10
4. Explain the term "Retail Communication Mix". Discuss the consumer buying behaviour in detail. 10
5. Discuss the various functions of advertising. 10

6. Over the time, sponsorships create goodwill for retailers among customers and society. Discuss the different types of sponsorships. 10
  7. Discuss the various advantages and disadvantages of sales promotional methods adopted by retailers. 10
  8. Explain the terms 'public relations' and 'publicity'. Discuss the difference between the two. 10
  9. What is Integrated Marketing Communication (IMC) ? How will you prepare an IMC plan for promoting a retail store selling apparel ? 10
  10. What are the various types of Internet advertising ? Illustrate the same with suitable examples. 10
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