

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

**Term-End Examination**

**00087**

**June, 2017**

**BFW-020 : RETAIL COMMUNICATION**

*Time : 3 hours*

*Maximum Marks : 70*

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**Note :** Attempt any **five** questions. Each question carries  
14 marks.

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1. What do you understand by “Retail Promotion Mix” ? What are its major components ? Explain with examples. 14
  
2. What is sales promotion ? What are the various sales promotion tools used by online retailers ? 14
  
3. Describe the process of Retail Selling with the help of suitable examples. 14
  
4. Write short notes on the following : 7+7
  - (a) Public Relations
  - (b) Media Planning

5. Design a promotional mix for a retail store dealing with electronic goods. 14
6. What is co-operative advertising ? What are its advantages and disadvantages for a retailer ? 14
7. Write short notes on the following : 7+7
- (a) Importance of In-store events
  - (b) Advantages and disadvantages of T.V. as a media
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