

**M.Sc. RETAIL AND FASHION MERCHANDISE
(MSCRFM)**

Term-End Examination

June, 2017

00357

MFR-021 : RETAIL COMMUNICATION

Time : 3 hours

Maximum Marks : 70

Note :

- (i) Attempt any **seven** questions.
(ii) All questions carry equal marks.

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1. How is the media selected ? Elaborate your answer with suitable examples. 10
 2. Explain the role of Visual Merchandising (VM) in store promotion. 10
 3. What is event management ? How can event management be classified ? 10
 4. Describe the different tools of sales promotion. 10
 5. Differentiate between advertisement and sales promotion by giving suitable examples. 10
 6. Write short notes on the following : 2×5=10
 - (a) Internet Marketing
 - (b) Direct Marketing

7. What is media management ? Explain how media is scheduled. 10
8. Critically explain the importance of message structure in advertisement. 10

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