

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

**Term-End Examination**

**June, 2015**

**00214**

**BFW-020 : RETAIL COMMUNICATION**

*Time : 3 hours*

*Maximum Marks : 70*

---

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

---

1. What do you understand by the term "Retail Communication Mix" ? List the various long-term and short-term objectives the retailer aims to achieve in order to communicate with its target audiences. 10
  
2. How do retailers build brands through Retail Communication ? 10
  
3. Discuss the various tools of Direct Marketing adopted by retailers. 10
  
4. Discuss the meaning, advantages and disadvantages of "Directory Advertising" adopted by retail organisations. 10

5. Define Public Relations (PR). Discuss the PR tools adopted by retailers to communicate with target customers. Discuss the criteria for measuring the impact of PR program. 10
6. Discuss the advantages and limitations of any *two* of the following : 10
- (a) TV Advertising
  - (b) Price Deals
  - (c) Buy-back Offers
7. What is the role of humour in advertising ? Discuss its positive and negative aspects. Give examples of advertisements containing humour appeal. 10
8. Are "fear appeals" effective ? Discuss the implications of using fear appeal in advertisements. Give suitable examples of advertisements containing fear appeal. 10
-