

**M.Sc. FASHION MERCHANDISING AND  
RETAIL MANAGEMENT (MSCFMRM)**

**Term-End Examination**

**June, 2015**

**00414**

**MFW-011 : RETAIL COMMUNICATION**

*Time : 3 hours*

*Maximum Marks : 70*

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***Note :** Attempt any **seven** questions. Each question carries equal marks.*

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1. "Retail Promotion is the mix of communication activities which retail companies carry out in order to influence those people on whom their sales depend." – Justify the above statement with reference to the objectives of retail promotion. Discuss the retail promotion process in detail. 4+6
  
2. Compare the advantages and disadvantages of the following : 5+5
  - (a) Newspaper Advertising
  - (b) Magazine Advertising
  
3. Explain the term Sponsorship. Why do retailers use sponsorship as a means to promote their business ? Discuss the advantages and disadvantages of sponsorship. 10

4. "Public Relations (PR) help in building a positive image for a retailer." – Discuss the various advantages and disadvantages of PR activities adopted by retailers. 10
5. (a) What do you understand by Direct Marketing ? Discuss the reasons for the increased use of direct marketing.
- (b) Briefly describe the various types of telemarketing techniques with the help of suitable examples. 4+6
6. Define the term Advertising. Discuss the various types of Advertising with their respective merits and demerits in detail. 10
7. Discuss the immediate value and delayed value promotions with suitable examples. 10
8. Write short notes on any *two* of the following : 2×5=10
- (a) Point of Sale (PoS)
- (b) Integrated Marketing Communication (IMC)
- (c) Celebrity Endorsement
- (d) On-line Shopping
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