

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

**Term-End Examination**

00179

**December, 2014**

**BFW-020 : RETAIL COMMUNICATION**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. What is integrated marketing communication ?  
How will you prepare an IMC plan for promoting a retail store selling apparel ? 14
2. Write short notes on the following : 14
  - (a) Loyalty Programmes
  - (b) Co-operative Advertising
3. What factors should be considered while deciding about ad budget for a retail store ?  
What is "Top Down Approach" in the context of ad budgeting ? 14
4. What are the various types of Internet advertising ? Illustrate with suitable examples. 14

5. What are the advantages and disadvantages of advertising in magazines ? 14
  
  6. What are the objectives of promotional events ? Suggest some promotional events to launch a new range of products in a retail store. 14
  
  7. What is media strategy ? Discuss the principal methods of media scheduling as part of media strategy. 14
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