

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

**Term-End Examination**

00115

**December, 2014**

**MFW-011 : RETAIL COMMUNICATION**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. (a) Explain the term "Integrated Marketing Mix". List the various elements of the mix.  
(b) Explain the Retail Communication process, with an example. 10
2. Discuss in detail the objectives of Retail Promotion. 10
3. "A retailer's success in influencing purchase behaviour depends on how well he understands the consumer behaviour." Explain the process of consumer buying behaviour. 10
4. Define Advertising. Discuss the different media used for advertising campaigns. 10

5. Clarify the difference between Advertising, Public Relations and Publicity. 10
  6. Sponsorship is an effective means of creating brand visibility. Discuss with reference to the advantages and disadvantages of Sponsorships. 10
  7. Compare Personal Selling and Direct Marketing. 10
  8. What do you understand by Tele Brands ? Discuss the various tools used for Tele Marketing. 10
  9. Discuss the various types of Trade promotion activities adopted by retailers to increase sales. 10
  10. Write short notes on the following : 10
    - (a) Inventory Management
    - (b) Total Quality Management (TQM)
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