

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

Term-End Examination

December, 2016

BFW-020 : RETAIL COMMUNICATION

Time : 3 hours

Maximum Marks : 70

Note : Attempt any seven questions. All questions carry equal marks.

1. Explain the four best-known response hierarchy models. What are their implications for advertisers ? 10

2. Discuss the advantages and limitations of the following (Attempt any *two*) : 2×5=10
 - (a) TV Advertising
 - (b) Price Deals
 - (c) Buy-back Offers

3. What is the role of humour in advertising ? Discuss its positive and negative aspects. Give suitable examples of advertisements containing humour appeal. 10

4. Discuss the profile of high and low involvement consumers. How is each group likely to behave in case of routinely purchased low cost products ? 10
5. How does the use of celebrities as brand ambassadors help retail brands in achieving their strategic and long term objectives ? 10
6. Direct marketing is the use of direct media to reach the target customers. Discuss the various reasons for the increased use of direct marketing by retailers. Also, discuss the advantages and disadvantages of direct marketing as a communication tool. 10
7. Radio advertising uses different types of appeals to reach out to the maximum number of customers. Enumerate the various types of appeals in radio advertising. Also, discuss the various advantages and disadvantages of radio advertising. 10
8. Discuss the objectives of window display, along with various methods of window display. 10
9. What factors should be considered while deciding about advertisement budget for a retail store ? What is "Top-down approach" in the context of advertisement budgeting ? 10

10. Write short notes on any *two* of the following : 2×5=10

- (a) In-house advertising agency
 - (b) Undifferentiated marketing strategy
 - (c) Focus group
 - (d) Image advertising
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