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**M.Sc. (RETAIL AND FASHION MERCHANDISE)  
(MSCRFM)**

**Term-End Examination**

**December, 2016**

**MFR-021 : RETAIL COMMUNICATION**

*Time : 3 hours*

*Maximum Marks : 70*

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

1. What is event management ? How would you organise an event which would be a crowd puller ? 10
2. Describe the different types of advertisements by giving suitable examples. 10
3. Explain the role of media vehicle. How can media vehicles be selected for better results. 10
4. Differentiate between internet marketing and direct marketing. 10
5. Explain the different stages of personal selling. 10
6. Differentiate between public relations and publicity by giving suitable examples. 10

7. What is retail store ? Explain with retail store examples, the promotion planning process. 10
  8. Explain in detail the role of Visual Merchandising (VM) as a tool for store promotion in retail. 10
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