

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

Term-End Examination

00261

December, 2017

BFW-020 : RETAIL COMMUNICATION

Time : 3 hours

Maximum Marks : 70

Note : Attempt any **five** questions. Each question carries 14 marks.

1. What is meant by promotion of a retail store ?
Discuss the promotional objectives of a retail store which is starting online retailing in the near future. 14

2. Make a plan for an advertising campaign for a fast food restaurant in your locality. 14

3. Write short notes on the following : 7+7
 - (a) Budgeting for Promotional Activities
 - (b) Advantages and Disadvantages of Radio as a Media

4. What do you understand by Sales Promotion ?
Discuss the various factors on which sales
promotion depends. 14
5. Discuss the important “Do’s and Don’ts” in
personal selling. 14
6. Write short notes on the following : 7+7
- (a) Co-operative Advertising
- (b) Advantages and Disadvantages of Internet
as a Media
7. Design a promotional event seasonal calendar
for a retail store selling women’s apparel. 14
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