

**B.Sc. IN RETAIL AND FASHION  
MERCHANDISE (B.Sc. RFM)**

**Term-End Examination**

**December, 2017**

**BFR-018 : RETAIL COMMUNICATION AND  
BRANDING**

*Time : 3 hours*

*Maximum Marks : 70*

*Note : (i) Attempt any seven questions.*

*(ii) All questions carry equal marks.*

1. What are the types of retail communication ? 10  
Explain their roles and functions.
2. What are the functions and services provided by 10  
an advertising agency ?
3. Explain AIDA model. Show it's utility to the 10  
retail sector.
4. Differentiate between public relation and 10  
publicity.
5. Define Brand. Differentiate it from a product with 10  
help of examples.
6. Discuss brand personality and it's Significance to 10  
Retail Industry.

7. How does the use of celebrities as Brand ambassadors help retail brands in achieving their strategic objectives ? 10
  8. 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
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