

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

00230 Term-End Examination
December, 2017

MFW-011 : RETAIL COMMUNICATION

Time : 3 hours

Maximum Marks : 70

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

1. Explain the term "Retail Communication Mix".
List the various promotional methods adopted by retailers. 10
2. Define the term "Advertising". Discuss the objectives of advertising in detail. 10
3. How does exterior design help in communicating to the retail customers ? Explain with the help of suitable examples. 10
4. Describe in detail, the advantages and disadvantages of internet marketing. 10
5. Discuss the various types of consumer promotions adopted by retailers to increase sales. 10

6. Explain the term Sponsorship. Why do retailers use sponsorship as a means to promote their business ? Discuss the advantages and disadvantages of sponsorship. 10
7. What do you understand by Personal Selling ? Why do retailers use personal selling techniques to promote their business ? List the various advantages and disadvantages of personal selling techniques. 10
8. Write short notes on any **two** of the following : $2 \times 5 = 10$
- (a) Point of Sale (POS)
 - (b) Celebrity Endorsement
 - (c) Online Shopping
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