

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

Term-End Examination

00251

December, 2017

MFR-021 : RETAIL COMMUNICATION

Time : 3 hours

Maximum Marks : 70

Note :

- (i) *Attempt any seven questions.*
- (ii) *All questions carry equal marks.*

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1. Discuss in detail the elements of promotion mix with suitable examples. 10
 2. Explain the promotion planning process for kids segment. 10
 3. Explain the various components of print advertisement with examples. 10
 4. Discuss the importance of communication in the retail industry. 10

5. Explain any two media vehicles in detail along with their advantages and disadvantages. 10
6. Differentiate between Public Relations and Publicity. 10
7. How is Internet Marketing different from Direct Marketing? Discuss with suitable examples. 10
8. Write short notes on the following : 5+5=10
- (a) Contests
 - (b) Sweepstakes
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