

**M.Sc. IN FASHION MERCHANDIZING AND  
RETAIL MANAGEMENT (MSCFMRM)**

**Term-End Examination**

**June, 2012**

**MFW-011 : RETAIL COMMUNICATION**

*Time : 3 hours*

*Maximum Marks : 70*

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*Note : Attempt any SEVEN questions. Each question carries equal marks.*

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1. "Retail Promotion is the mix of communication activities which retail companies carry out in order to influence those public on whom their sales depend". Justify the above statement with reference to the objectives of retail promotion. Discuss the retail promotion process in detail. **10**
  
2. (a) How would you define modern Advertising? Discuss the various objectives of Advertising with the help of suitable example. **5+5**  
(b) Discuss the various functions of Advertising.
  
3. Compare the media alternatives (advantages and disadvantages) of the following : **5+5**
  - (a) Newspaper Advertising
  - (b) Magazine Advertising

4. Discuss the objectives of sales promotion. Also discuss the various advantages and disadvantages of sales promotion. 10
5. Explain the term Sponsorship. Why do retailers use sponsorship as a means to promote their business ? Discuss the advantages and disadvantages of sponsorship. 10
6. Public Relations (PR) help in building a positive image for a retailer. Discuss the various advantages and disadvantages of PR activities adopted by retailers. 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. (a) What do you understand by Direct Marketing ? Discuss the reasons for the increased use of direct marketing by retailers. 5+5  
(b) Briefly describe the various types of telemarketing techniques with the help of suitable examples.
9. Write short notes on the following : 5+5  
(a) Point of sale  
(b) Integrated Marketing Communications (IMC)