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**B.Sc. FASHION MERCHANDIZING & RETAIL
MANAGEMENT (BSCFMRM)**

Term-End Examination

June, 2013

BFW-020 : RETAIL COMMUNICATION

Time : 3 hours

Maximum Marks : 70

*Note : Attempt any seven questions. Each question carries
10 marks.*

1. Explain the term "Retail Communication Mix". 10
List the various long term and short term objectives the retailer aims to achieve in order to communicate with its target audiences.
2. Discuss the various store based and market based 10
communication methods adopted by retailers.
3. How do retailers build brands through Retail 10
Communication ?
4. Many organisations use Television as a means of 10
communication with its customers. Also discuss
the rationale of creating such high impact
Television.

5. Enumerate the various tools of Direct Marketing adopted by retailers. 10
 6. Discuss the rationale of providing sponsorships by retailers. Also, discuss the various types of sponsorships. 10
 7. Discuss the meaning, advantages and disadvantages of Directory Advertising adopted by retail organisations. 10
 8. Discuss the various advantages and disadvantages of sales promotional methods. 10
 9. Define Public Relations (PR). Discuss the PR tools adopted by retailers to communicate with target customers. Also, discuss the criteria for measuring the effects of PR program. 10
 10. Write short notes on the following : 5+5=10
 - (a) Publicity
 - (b) Store Exterior
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