

00216

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

**Term-End Examination**

**June, 2013**

**MFW-011 : RETAIL COMMUNICATION**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. Which are the most important reference groups ? 10  
How can advertising make use of the concept of reference groups to influence consumer buying process ? Justify your answer with suitable examples.
  
  2. Explain the Elaboration Likelihood Model (ELM) 10  
of persuasion. What is its implication for advertisers ?
  
  3. Write a short note on the following : 4x2<sup>1</sup>/<sub>2</sub>=10  
(a) Undifferentiated marketing strategy  
(b) In - house agency  
(c) Focus group  
(d) Celebrity endorsement
  
  4. What are the different types of Public Relations 10  
(PR) programmes ? What are the criterion for measuring the effectiveness of PR programme ?

5. Discuss the advantages and limitations of the following (*Any two*) : 2x5=10
- (a) Radio advertising
  - (b) Price deals
  - (c) Contests and sweepstakes
6. What is the role of humour in advertising ? 10  
Discuss its positive and negative aspects with suitable examples.
7. Discuss immediate value and delayed value 10  
promotions with suitable examples.
8. Define 'creative brief'. Discuss the factors to be 10  
taken into account in writing a creative brief.
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