

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

Term-End Examination

00396

June, 2014

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. It is important for the retailer to define what the
communication has to achieve. Discuss with
reference to the retail communication objectives. 10

3. Define the term "Advertising". Discuss the
objectives of Advertising in detail. 10

4. Compare the following methods of retail
communication : 10
 - (a) Advertising versus Sales Promotion
 - (b) Advertising versus Public Relations

5. How does exterior design help in communicating to the retail customers ? Explain with the help of suitable examples. 10
 6. State the reasons for using sponsorships by retailers. Give examples of sponsorships. 10
 7. Write a detailed note on Internet Marketing. 10
 8. What do you understand by Point of Sale Display ? List the objectives of PoS Display. 10
 9. Discuss the various types of consumer promotions adopted by retailers to increase sales. 10
 10. Write short notes on : 2×5=10
 - (a) Integrated Marketing Communication
 - (b) Image Consultation
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