

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

Term-End Examination

June, 2011

MFW-011 : RETAIL COMMUNICATION

Time : 3 hours

Maximum Marks : 70

Note : Attempt any seven questions. Each question carries equal marks.

1. "Explain the term Retail Promotion Mix. "The retail promotion mix contains all the communication methods open to the retailer".
Explain with reference to - **2+4+4**
 - (a) Store based promotion methods.
 - (b) Market based promotion methods.

2. (a) All retail promotion activities aim at **6+4** informing, persuading and reminding the customers. List the various objectives of retail promotion.
(b) List the various factors that influence a retailer's promotional efforts.

3. List the various options the retailer has in Print **10** Media in order to reach out to his target customers.

4. (a) Explain the term Sales Promotion. 3+7
(b) Consumer sales promotions are directed at the ultimate user of the goods or service. Discuss the various types of consumer promotions.
5. (a) Store window is important not only for sales but also for store image. List the various objectives of Window Display. Also, list the various criteria for creating a successful window display. 6+4
(b) What are the various types of window display options that the retailer has in order to showcase his merchandise ?
6. (a) What do you understand by Direct Marketing ? State reasons for using Direct Marketing by retailers. 5+5
(b) Discuss the various tools of Direct Marketing adopted by retailers.
7. (a) Retailers make social contributions for several reasons, and not always in anticipation of some kind of benefit for the organisation. State reasons for using sponsorships. 4+6
(b) What are the advantages and disadvantages of sponsorships ?

8. List the various advantages and disadvantages of Public Relation efforts adopted by retailers. 10
9. Compare the following methods of retail promotion. 4+3+3
- (a) Advertising versus Sales Promotion.
 - (b) Advertising versus Public Relations.
 - (c) Public Relations versus Publicity.
10. Write short notes on (*Any two*): 5+5
- (a) Image Advertising.
 - (b) Consumer Buying Behaviour.
 - (c) Advertising for new product launch.
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