

Time: 2.5 Hours

Marks: 75

1. Attempt any two of the following questions

15 Marks

- A. Explain the different tools of retails communication mix?
- B. Define objective and task method of preparing advertising budget?.
- C. What are the factors influencing planning communication mix?

2. Attempt any two of the following questions

15 Marks

- A. Elaborate on the steps in designing advertising campaign for a Retail Store?
- B. Explain the features of advertising in detail?
- C. Explain any 4 types of advertising?

3. Attempt any two of the following questions

15 Marks

- A. Elaborate on Types of sales promotion with suitable examples?
- B. State the opportunities and limitation of Sales Promotion?
- C. Explain the importance of Public Relation in Retail

4. Attempt any two of the following questions

15 Marks

- A. What are the types of store communication?
- B. What are the advantages and disadvantages of store communication?
- C. Define store communication event with the suitable example of any Retail Store?

TURN OVER

5. Case Study

15 Marks

Leo Kids an exclusive retails outlet, which is to be launched on franchise basis on an all India basis.

Leo Kids is an outlet which cater exclusively to kids from ages 6to 15 years and will merchandise all the needs of the kids including clothes, toys, accessories, chocolates, books, CDs, DVDs, Games, Sorts items, Bi-cycle etc. It will also have an exclusive Kids restaurant and a separate play area.

Leo Kids has appointed you as their Marketing–Head. Your first task is to devise a complete communication strategy with IMC perspective. The franchise store is to be launched in all metros and major “A” cities initially.

- Q1. How would you promote the brand?
 - Q2. What sales promotion strategy would you suggest and why?
 - Q3. Develop a advertising strategy for Leo outlet.
-