

00543

**BACHELOR OF BUSINESS ADMINISTRATION  
(RETAIL SERVICES)**

**Term-End Examination**

**December, 2012**

**BRS-019 : RETAIL MARKETING AND VISUAL  
MERCHANDISE**

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : Answer **any five** questions. All questions carry **equal** marks.*

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1. Describe the ways in which designing a website is similar to and different from designing a store. 20
2. What are the factors that a large department store like shopper's stop should consider before finalizing it's location ? 20
3. Discuss the influence of "Atmospherics" on the shopper's mental state. 20
4. The same brand and model of Personal Computer is sold by speciality computer stores, discount stores, category specialists and warehouse stores. Why would a customer choose one store over the others ? 20

5. What are the various retail pricing strategies ? 20  
Discuss any two in detail with the help of examples.
6. How can advertising, personal selling and 20  
promotion complement one another in integrated  
marketing communications program ?
7. Use the steps in consumer buying process and 20  
describe how you and your family used this  
process to select your college/university, when  
you were deciding on which college to attend,  
what objective and subjective criteria did you use  
in the alternative evaluation portion of the  
consumer buying process ?
8. Using Maslow's theory, list the type of products 20  
and brands/retail stores that use Maslow's  
approach which appeals to individual self esteem  
rather than satisfying basic needs more. What  
can a retailer learn from this ? Relate this to  
changes in consumer life style which may be  
affecting the current retail market place ?

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