

**DIPLOMA IN RETAILING (DIR) / BBA**

**Term-End Examination**

**December, 2015**

**BRL-002 : RETAIL MARKETING AND  
COMMUNICATION**

01065

*Time : 2 hours*

*Maximum Marks : 50*

*Note : (i) Attempt any five questions.*

*(ii) All questions carry equal marks.*

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1. Explain the factors that the retailers have to take into account while developing and implementing their marketing plans. 10
  2. What is personal selling ? Describe the qualities that a sales person in a retail store should have to be successful. 2+8
  3. State the benefits of advertising to retailers, salesmen, consumers and the community. 10
  4. Discuss the concept of 'brand' and state the ways in which a retailer can build its brand. 2+8
  5. "The heart of the selling process is the meeting that takes place between the prospect and the sales person". Comment on this statement in the context of retail business. 10

6. "Product positioning is a very important tool for any kind of market promotion." Elaborate. 10
7. Explain the various methods of preparing a promotional Budget. 10
8. Write short notes on **any two** of the following : 5+5
- (a) In - Store Promotion
  - (b) Product Positioning
  - (c) Media of Retail Advertising
  - (d) Developing Brand in retailing
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