

DIPLOMA IN RETAILING (DIR) / BBA

Term-End Examination

December, 2018

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

Time : 2 hours

Maximum Marks : 50

Note : Attempt any five questions. All questions carry equal marks.

1. Explain the term 'The Wheel of Retailing. Discuss the major Trends in Retail Marketing'. 4+6
2. Briefly describe the stages of consumer decision making process. Explain with an example. 10
3. Explain personal selling process in retailing. 10
4. Describe the elements of Retail promotion mix. Briefly explain the role of Retail promotion. 5+5
5. Explain the concept of store management and various promotional methodologies for a retail store. 4+6
6. What are the objectives of in-store promotion ? Explain the growth of in-store promotion. 5+5

7. Explain the major in-store activities in retailing. 10
8. Write short notes on **any two** of the following : 5+5
- (a) Role of Marketing in the new Economy
 - (b) Role of IT in personal selling
 - (c) Customer retention schemes
 - (d) Foot-fall increase Management
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