

No. of Printed Pages : 2

BRL-102

B. B. A. (Retailing) (BBA R & L)

Term-End Examination

December, 2022

**BRL-102 : INTRODUCTION TO RETAIL
MARKETING**

Time : 3 Hours

Maximum Marks : 100

Note : (i) Attempt any **five** question

(ii) All questions carry equal marks.

1. (a) What are the factors that influence consumer behaviour in Retail Marketing ?
10
- (b) Describe the different qualities of sales-persons with examples. 10
2. Discuss the types of consumer decision-making process. Explain with examples. 20
3. Explain the role of Information Technology in personal selling with examples. 20

P. T. O.

[2]

4. What is Advertising ? Explain various categories of advertising with examples. 4, 16
5. What is promotion ? Explain the different promotional methodologies for retail stores.
4, 16
6. Explain the social media marketing and discuss the strategies of social media with examples.
6, 14
7. Discuss various retail pricing strategies with examples. 20
8. Write short notes on the following :
5 each
 - (a) Local store marketing
 - (b) Retail Strategy
 - (c) Below the line advertising
 - (d) Developing a Retail Brand