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**BRL-002**

**DIPLOMA IN RETAILING (DIR)/**

**B. B. A. (BBA IN RETAILING)**

**Term-End Examination**

**December, 2022**

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

*Time : 2 Hours*

*Maximum Marks : 50*

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

(ii) *All questions carry equal marks.*

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1. Explain the emerging trends in Retail Marketing. 10
2. What is Personal Selling ? Describe the objectives of personal selling. 3+7
3. Explain Maslow's Need Hierarchy theory in the context of household customers. 10
4. What is Retail Promotion ? Explain Retail Promotion and Communication Process. 2+8

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5. (a) Discuss 'Below the Line Advertising' in retail businesses. 5
- (b) Explain different types of Literature in advertising. 5
6. What do you mean by Store Management ? Discuss the different types of stores and product specification. 5+5
7. Discuss the objectives of In-store promotion. 10
8. Write short notes on any *two* of the following : 5+5
- (a) Qualities of a salesperson
  - (b) Product positioning
  - (c) Follow up and complaints
  - (d) Publicity