

00621

DIPLOMA IN RETAILING (DIR) / BBA

Term-End Examination

June, 2017

**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. State the importance of retailing and explain the emerging trends in retail marketing. 4+6
2. Explain the types of consumer decision making process and the role of services in retailing. 6+4
3. Define Motive. Explain Maslow's Hierarchy of Needs theory. 2+8
4. Discuss Personal Selling Process in Retail. 10
5. Explain various promotion techniques used by retailers. 10
6. Explain the concept of Product Positioning and various promotional methodologies for a retail store. 2+8

7. Explain in detail the various pricing strategies used in retailing. 10
8. Write short notes on **any two** of the following : 5+5
- (a) Objectives of Personal Selling
 - (b) Media of Retail Advertising
 - (c) Services Offered by Retailers
 - (d) Store Positioning
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