

DIPLOMA IN RETAILING (DIR) / BBA

00245

Term-End Examination

June, 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 Margin-Turnover Model of retailing strategy. Briefly explain the core marketing concepts. **5+5**
2. Briefly describe the factors that affect the consumer decision-making process. **10**
3. Explain the qualities of an effective sales person. **10**
4. Define 'Motive'. Explain Maslow's Hierarchy-of-Needs theory of motivation. **2+8**
5. Explain the Point-of-Sale (POS) display of material. **10**
6. Explain the major retail promotion techniques. **10**
7. Explain the major pricing strategies in retailing. **10**
8. Write short notes on any two of the following : **5+5**
 - (a) Product Positioning
 - (b) Media of Retail Advertising
 - (c) Tools of Sales Promotion
 - (d) 'Closing the Sale'