

No. of Printed Pages : 2

**BRL-02**

**DIPLOMA IN RETAILING (DIR)/B.B.A.**

**DIR/B.B.A. (RETAILING)**

**Term-End Examination**

**June, 2020**

**BRL-02 : 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. Define Retailing. What are the emerging trends in retail marketing ? Discuss. 2+8
2. Define consumer's shopping behaviour patterns and also explain the factors affecting consumer decision-making process. 5+5
3. What is personal selling ? Discuss various types of selling roles of salesperson. 2+8

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4. What are the objectives of retail promotion mix ? Discuss the role of retail promotion. 2+8
5. Discuss in detail below the line advertising. What are its benefits ? Explain with examples.  
5+5
6. Explain the concept of store management. Discuss the types of retail stores with their specifications. 3+7
7. Write a note on various methods used in determining retail prices. 10
8. Write short notes on any *two* of the following :  
5 each
  - (a) Qualities of Salesperson
  - (b) Customer Emotions
  - (c) Creation of Marketing Budget
  - (d) Sources of Sales Promotion