

**DIPLOMA IN RETAILING (DIR)/
BBA (RETAILING)**

Term-End Examination

June, 2022

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

Time : 2 hours

Maximum Marks : 50

Note : Attempt any **five** questions. All questions carry equal marks.

1. (a) Explain the four major functions performed by retailers. 4
- (b) Discuss Margin Turnover Model of retail strategy. 6
2. Describe the distinct dimensions of situational influence on shopping behaviour of a consumer. 10
3. Describe the role of Information Technology in personal selling. 10

4. State the benefits of advertising to 10
- (a) Retailers
 - (b) Salesmen
 - (c) Consumers
 - (d) Community
5. Discuss the concept of 'brand' and state the ways in which a retailer can build its brand. 2+8
6. "Product positioning is very important for any kind of market promotion." Elaborate. 10
7. Explain the various methods of preparing a Promotional Budget. 10
8. Write short notes on any *two* of the following : 5+5
- (a) In-Store Promotion
 - (b) The Wheel of Retailing
 - (c) Closing the Sale
 - (d) Media of Retail Advertising
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