

No. of Printed Pages : 2

**BRL-002**

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

**Term-End Examination**

**June, 2023**

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

*Time : 2 Hours*

*Maximum Marks : 50*

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

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1. What do you understand by Retailing decisions ? State the emerging trends in retail marketing in India. 10
2. Describe the stages of consumer decision-making process with suitable examples. 10
3. Explain the 12 steps selling process with suitable examples. 10
4. Describe the retail promotion star with suitable examples. 10
5. Explain briefly the various types of retail stores. 10

**P. T. O.**

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6. Explain the concept of 'Below the line' advertising and the various forms of Sales print. 2+8
7. Write short notes on any *two* of the following : 5+5
- (a) Retailing Decisions
  - (b) Role of IT in Personal Selling
  - (c) Sources of Sales Promotion
  - (d) Customer Retention Schemes