

No. of Printed Pages : 2

**BRL-002**

**DIPLOMA IN RETAILING (DIR)/**

**B. B. A. RETAILING**

**(BBARL)**

**Term-End Examination**

**June, 2024**

**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. Explain the nature and product specifications of different types of retail stores. Give example of each such retail store that exists in India. 10
2. What is meant by Personal selling ? Explain the importance of personal selling from the customer and manufactures point of view. 4+6
3. What are the various methods of preparing a promotional Budget ? Discuss with example. 10

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4. Discuss the need for Retail Advertising and briefly describe the various media of Retail Advertising. 5+5
  
5. Distinguish between : 5+5
  - (a) Personal factor of consumer shopping behavior and social factor of consumer's shopping behaviour.
  - (b) Advertising and publicity.
  
6. Explain McClelland's Three Needs theory for customers. How is it applicable in retail customer selling ? Discuss. 10
  
7. What do you understand by the term "Marketing mix" ? How can the concept of marketing mix help retailers ? 5+5
  
8. Write short notes on any *two* of the following : 5+5
  - (a) Wheel of Retailing
  - (b) Closing the sale
  - (c) Role of IT in personal selling
  - (d) SPIN selling technique

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