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BRL-102

B.B.A. IN RETAILING BBARIL

Term-End Examination

June, 2024

**BRL-102 : INTRODUCTION TO RETAIL
MARKETING**

Time : 3 Hours

Maximum Marks : 100

Note : Attempt any 5 questions. All question carry
equal marks.

1. What is the importance of Retail marketing ? Explain Retail formats. 7 + 13
2. (a) Explain the three distinct dimensions of situational influence on shopping behaviour.
(b) Explain the decision making processes with examples : 5 + 15
3. What is meant by personal selling ? Explain the qualities of sales person engaged in personal selling. 5 + 15

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4. (a) What do you understand by needs and wants ?
(b) Explain self expression and consumer behaviour with examples. 7 + 13
5. What is advertising ? Write the benefits of advertising to manufactures, consumers and customers. 5 + 15
6. Explain the interconnection of Budget. In Store promotion and evaluation. 20
7. Differentiate between any two of the following : 10 + 10
 - (i) Compensatory and Non Compensatory Decision rule.
 - (ii) Potential and confirmed benefit.
 - (iii) Increasing loyalty and loyalty building.
 - (iv) Personal and Direct selling.
