

DIPLOMA IN RETAILING (DIR) / BBA

Term-End Examination

June, 2015

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

Time : 2 hours

Maximum Marks : 50

Note : (i) Attempt any five questions.

(ii) All questions carry equal marks.

1. Define Retailing and explain the retail strategy and its quadrants. **2+8**
2. Discuss the various factors that affect the shopping behaviour of consumers. **10**
3. (a) Explain briefly the three broad categories of needs of an individual. **5+5**
(b) What is the difference between needs and wants ? Explain the determinants of customer wants.
4. Explain the 12 - steps selling process with suitable examples. **10**
5. (a) What is SPIN selling ? **5+5**
(b) Describe the term 'closing the sale'.

6. Explain briefly the various types of retail stores. 10
7. Explain the concept of 'Below the line Advertising' and the various forms of sales print. 2+8
8. 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.
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