

01666

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

**Term-End Examination**

**December, 2011**

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

*Time : 2 hours*

*Maximum Marks : 50*

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*Note : Attempt any five questions.*

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1. Define Retailing. What are the Emerging trends 2+8  
in Retail Marketing ?
2. Discuss the term needs and wants and explain 4+6  
their determinants.
3. What are the objectives of Personal selling ? 4+6  
Discuss the requisite qualities of a sales person.
4. What is Bait Advertising ? Explain benefits of 2+8  
advertising to retailers, salesmen and the  
consumers.
5. (a) What is SPIN selling ? 5+5  
(b) Describe the term closing the sale.

6. Explain the concept of brand and state the ways 2+8  
in which a retailer can build its brand.
7. What is the concept of store Management ? Briefly 5+5  
explain the various types of retail stores.
8. Distinguish between : 5+5
- (a) Personal Factor of consumer's shopping Behaviour and social factor of consumer's shopping Behaviour.
  - (b) Advertising and Publicity.
9. Write short notes on *any two* of the following : 5+5
- (a) Consumer Images on Retail stores
  - (b) Product Positioning
  - (c) Strategy Formulation
  - (d) Foot fall Increase Management
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