

DIPLOMA IN RETAILING (DIR) / BBA

Term-End Examination

June, 2011

03362

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

Time : 2 hours

Maximum Marks : 50

Note : Attempt any five questions.

1. Explain the factors that retailers have to take into account while developing and implementing their marketing plans. 10
2. Discuss the various factors affecting consumers purchase decision making process. 10
3. What is personal selling ? Describe the qualities that a sales person should have to be successful. 2+8
4. Define Motive. Explain Maslow's Hierarchy of Needs theory. 2+8
5. What are the 12-steps in selling process ? Discuss Personal Selling Process - B 2 B. 2+8

6. (a) Identify the elements of a promotional mix and explain any one in relation to a retail store. 5+5
- (b) Explain the objectives of Retail Promotion mix.
7. What do you mean by 'Below the line Advertising'? Explain Point of Sale (POS) display of material. 2+8
8. Distinguish between : 5+5
- (a) Needs and Wants.
- (b) Departmental Stores and Super Markets.
9. Write short notes on *any two* of the following : 5+5
- (a) Retailing Decisions
- (b) In Store Activities
- (c) Sources of Sales Promotion
- (d) Customer Retention Schemes
-