

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

**Term-End Examination**

**December, 2013**

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

*Time : 2 hours*

*Maximum Marks : 50*

*Note : Attempt any five questions. All questions carry equal marks.*

1. Explain the four major functions performed by retailers and explain Margin Turnover Model of retail strategy. **4+6**
2. Describe the distinct dimensions of situational influence on shopping behaviour of a consumer. **10**
3. (a) Explain briefly the three broad categories of need of an individual. **5+5**  
(b) What is the difference between need and wants ? What are the determinants of customer wants ?
4. Explain the 12-step selling process with suitable examples. **10**

5. "The heart of the selling process is the meeting that takes place between the prospect and the sales person." Comment this statement in the context of retail business. 10
6. Write a note on 'Below the line advertising'. Explain it with suitable examples. 10
7. Discuss various promotion techniques used by retailers in India. 10
8. Write short notes on **any two** of the following : 5+5
- (a) Levels of services offered by retailers.
  - (b) Opportunities of in-store promotion.
  - (c) Customer retention schemes.
  - (d) Designing the promotion offer.
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