

DIPLOMA IN RETAILING (DIR) / BBA

Term-End Examination

December, 2014

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

Time : 2 hours

Maximum Marks : 50

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

1. What is 'Retailing' ? Explain the emerging trends in retail marketing. 2+8
2. What are the stages of consumer decision making ? Explain briefly the types of consumer decision making process. 2+8
3. Explain personal selling process in retail, and its 12 steps. 2+8
4. Explain the overall pricing strategies used in retail. 10
5. Explain the benefits of advertising to retailers, consumers and salesmen. 2+8
6. Explain the concept of store management and promotional methodologies for a store. 4+6

7. Explain the nature and product specifications of different types of retail stores. 10
8. Write short notes on **any two** of the following : 5+5
- (a) Product positioning
 - (b) Media of Retail Advertising
 - (c) Customer Retention Schemes
 - (d) The effective sales person
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