

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

**Term-End Examination**

**December, 2016**

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

*Time : 2 hours*

*Maximum Marks : 50*

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

1. What do you understand by the term "marketing mix" ? Explain its components briefly. **2+8**
2. Describe the factors that affect consumer's purchase decisions. **10**
3. What are the objectives of Personal selling ? State the requisite qualities of a salesperson. **4+6**
4. Explain Maslow's Hierarchy of Needs theory. **10**
5. State the recognisable elements of a brand and the ways in which a retailer can build its brand. **5+5**
6. Explain the objectives and growth of in-store promotion. **5+5**

7. Describe the various methods of preparing a promotional Budget. 10
8. Write short notes on any two of the following : 5+5
- (a) Factors affecting Retailing Decisions
  - (b) Product Positioning
  - (c) Media of Retail Advertising
  - (d) Footfall Increase Management
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