

29200

DIPLOMA IN RETAILING (DIR) / BBA

Term-End Examination

December, 2017

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

Time : 2 hours

Maximum Marks : 50

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

1. Define the concept of Marketing Management in Retail and the steps involved in marketing process. **2+8**
2. What is personal selling ? Describe the qualities that a sales person should have to be successful. **2+8**
3. Discuss the concept of Retail Promotion and the methods through which it affects the customer buying. **2+8**
4. Explain the various promotional mix elements. **10**
5. Explain in detail Point-Of-Sale (POS) display material with examples. **10**
6. Describe overall price strategies used in retailing. **10**

7. What do you understand by store positioning ? 2+8
Explain in-store promotional activities.
8. Write short notes on **any two** of the following : 5+5
- (a) Marketing in the New Economy
 - (b) Stages of Consumer Decision Process
 - (c) Role of Information Technology in Personal Selling
 - (d) Environmental Branding
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