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BRL-002**DIPLOMA IN RETAILING (DIR)/****B. B. A. (BBA IN RETAILING)****Term-End Examination****December, 2021****BRL-002 : RETAIL MARKETING AND
COMMUNICATION***Time : 2 Hours**Maximum Marks : 50***Note :** (i) *Attempt any five questions.*(ii) *All questions carry equal marks.*

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1. Explain various emerging trends in Retail Marketing. 10
 2. Discuss the various factors that affect the shopping behaviour of consumer. 10
 3. Define Motivation. Explain Maslow's hierarchy of needs theory of motivation. 2+8

4. What are various retail promotion techniques ? Explain in brief. 3+7
5. What are the objectives of retail promotion mix ? Explain the ways of avoiding errors while communicating retail messages. 5+5
6. Write a note on 'Below the line advertising'. Explain with suitable examples. 10
7. What are the various methods of preparing a promotional budget ? Briefly explain. 2+8
8. Write short notes on any *two* of the following : 5+5
 - (a) The wheel of retailing
 - (b) Consumer images of retail stores
 - (c) Closing the sale
 - (d) Growth of in-store promotion

BRL-002**P. T. O.**