

No. of Printed Pages : 2

BRL-002

**DIPLOMA IN RETAILING /
B. B. A. (RETAILING) (DIR/BBARIL)**

Term-End Examination

December, 2023

**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 retail strategy ? Explain the Margin-Turnover Model of retailing strategy. 10
2. Explain Maslow's Hierarchy of Needs theory of motivation. 10
3. Describe the qualities that a salesperson should have to be successful. 10
4. Explain the major retail promotion techniques. 10

P. T. O.

[2]

5. “Product positioning is a very important tool for any kind of market promotion.” Discuss with examples. 10
6. Explain the major pricing strategies in retailing. 10
7. Discuss the tools and techniques of In-store activities. 10
8. Write short notes on any *two* of the following : 5+5
 - (a) Product Positioning
 - (b) Media of Retail Advertising
 - (c) The effective salesperson
 - (d) Personal selling process

BRL-002