

No. of Printed Pages : 2

BRL-102

B. B. A. IN RETAILING (BBARIL)

Term-End Examination

December, 2023

**BRL-102 : INTRODUCTION TO RETAIL
MARKETING**

Time : 3 Hours

Maximum Marks : 100

Note : (i) Attempt any **five** questions.

(ii) All questions carry equal marks.

1. What do you understand by the term retail marketing ? Explain the factors affecting Shopper's decision-making process. 5+15
2. What is personal selling ? Explain the different types of selling. 5+15
3. Explain 'Hull's Drive Reduction Theory' with the help of an example. 20

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[2]

4. (a) Explain sales process SPANCO used by many sales organisations. 10
- (b) What do you understand by selling process in retail ? Discuss the different steps in selling process in retail. 2+8
5. What is in-store promotion ? Explain with help of an example. Why are store promotions necessary ? 10+10
6. Why do we create zone in the catchment and what is the role of catchment in store marketing ? 10+10
7. Write short notes on any *two* of the following : 10+10
- (i) 5 P's of Marketing
 - (ii) Consumer Dogmatism
 - (iii) Biat Advertising
 - (iv) Keystone Pricing