

DIPLOMA IN RETAILING (DIR) / BBA

Term-End Examination

June, 2013

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

Time : 2 hours

Maximum Marks : 50

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

1. Explain the factors to be considered by retailers while developing and implementing their marketing plans. **10**
2. Describe the factors that affect consumers, purchase decisions. **10**
3. (a) State the qualities of an effective sales person. **5+5**
(b) Explain briefly the objectives of in-store promotion.
4. (a) Describe the three basic elements to be considered to improve personal selling. **5+5**
(b) State the objectives of sales promotion.

5. What do you mean by retail advertising. Discuss the three main purposes of retail advertising. 10
 6. "Product positioning is a very important tool for any kind of market promotion." Comment upon the statement in the context of retail business. 10
 7. What are the various methods of preparing a promotional Budget. 10
 8. Write short notes on *any two* of the following : 5+5
 - (a) In - store promotional activities
 - (b) Role of IT in personal selling
 - (c) SPIN selling technique of objection handling
 - (d) Developing Brand in retailing
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