

**DIPLOMA IN RETAILING (DIR)/  
BBA IN RETAILING**

**Term-End Examination**

**01842**

**June, 2019**

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

*Time : 2 hours*

*Maximum Marks : 50*

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

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1. What do you understand by retailing decisions ?  
Discuss the emerging trends in retail marketing  
in India. 10
  
2. Describe the role of Information Technology in  
personal selling, with examples. 10
  
3. Explain the 12-step selling process with suitable  
examples. 10
  
4. What is 'SPIN' selling ? Discuss the approach  
involved in 'closing the sale'. 5+5

5. What is Bait Advertising ? Explain the elements of promotion mix. 5+5
6. Discuss various Point of Sale (POS) display materials in detail. 10
7. Discuss the objectives and growth of in-store promotion. 5+5
8. Write short notes on any **two** of the following : 5+5
- (a) The Wheel of Retailing
  - (b) In-store Activities
  - (c) Customer Promotions
  - (d) Customer Retention Schemes
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