

B. B. A. IN RETAILING (BBARIL)

Term-End Examination

June, 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. (a) What is retail marketing ? Discuss the emerging trends in retail marketing. 10
- (b) Explain the various retail activities that add value to the offerings in the retail store. 10
2. What is personal selling ? Describe the characteristics of an effective salesperson with examples. 20

3. Describe the steps involved in selling process.
Illustrate with examples. 20
4. Discuss the objectives of Retail Promotion Mix.
Explain the promotion mix elements with
examples. 10, 10
5. Describe the different promotional
methodologies used for instore promotions in
retail with examples. 20
6. (a) What is SEO in social media marketing ?
Differentiate between paid and organic
search. 10
(b) What is Local Store Marketing ? Discuss
its importance and the process of store
marketing. 10
7. (a) Explain various customer retention
schemes used in Retail Stores. 10
(b) Discuss the ways to increase the footfall
and conversion to sales strategy in retail
store with examples. 10