

DIPLOMA IN RETAILING (DIR) / BBA

Term-End Examination

June, 2016

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

Time : 2 hours

Maximum Marks : 50

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

1. What do you understand by Retailing decisions ? 10
State the emerging trends in retail marketing in India.
2. State the major retail activities and the basic 10
reasons for the stores remaining popular.
3. Describe the role of Information Technology in 10
personal selling.
4. Explain the 12 - step personal selling process in 10
retail.
5. What are the objectives of retail promotion mix ? 5+5
Explain the ways of avoiding errors while
communicating retail messages.

6. Explain Retail advertising and write a note on 'Below the line advertising'. 5+5
 7. Explain the concept of store management and promotional methodologies for a store. 4+6
 8. Write short notes on **any two** of the following : 5+5
 - (a) The wheel of Retailing
 - (b) Consumer Images of Retail Stores
 - (c) Closing the Sale
 - (d) Growth of In-store Promotion
-