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BRL-002

DIPLOMA IN RETAILING (DIR) / BBA

00651

Term-End Examination

June, 2010

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

Time : 2 hours

Maximum Marks : 50

Note : Attempt any five questions.

1. What is 'Retailing' ? Discuss about the retail strategy and structure. **2+8**
2. What are consumer's shopping behaviour patterns ? Describe the stages of consumer decision making process. **4+6**
3. Discuss the role of information technology in personal selling. **10**
4. (a) Explain the Retail promotions and communication process. **5+5**
(b) Discuss the objectives of Retail Promotion mix.

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5. What is Retail advertising ? Briefly discuss 2+8 fundamentals of advertising.
6. What do you mean by sales promotion ? Explain 3+7 retail promotion techniques.
7. Discuss the various objectives of in store 10 promotion.
8. Explain the factors which affect consumer/ 10 shopper decision making process.
9. Write short notes on *any two* of the following : 5+5
 - (a) Product positioning
 - (b) Media of Retail Advertising
 - (c) The effective sales person
 - (d) Personal selling process