

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

**Term-End Examination**

**December, 2012**

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

*Time : 2 hours*

*Maximum Marks : 50*

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*Note : Attempt any five questions*

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1. State the importance of Retailing and outline the emerging trends in Retail Marketing. **4+6**
2. Discuss the various factors that affect the shopping behaviour of consumers. **10**
3. State the importance of personal selling and the qualities of an effective sales person. **3+7**
4. (a) Discuss the objectives of Retail Promotion mix. **5+5**  
(b) Identify the various ways of avoiding errors in communicating retail messages.
5. Briefly discuss the categories of Advertising and the media in retail advertising. **5+5**

6. Explain the concept of store management and the promotional methodologies for a store. 4+6
7. Discuss briefly the objectives and growth of In-store Promotion. 10
8. Write short notes on *any two* of the following : 5+5
- (a) Objectives of In-store Promotion
  - (b) Closing the Sales
  - (c) Promotional Goals
  - (d) Customer Retention Schemes
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