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

**Term-End Examination**

**June, 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. What is Retailing ? Discuss the retail strategy and structure. 2+8
2. Explain the factors to be considered by retailers while developing and implementing their market plans. 10
3. Discuss the role of information technology in personal selling . 10
4. Explain the concept of Personal Selling Process B2B and the steps involved therein . 2+8
5. What is Retail Promotion ? How does it affect the customer buying ? Explain the methods involved in it. 2+8

6. Discuss the need for Retail Advertising and briefly describe the various media of Retail Advertising. 10
7. What is Sales Promotion ? Discuss the objectives of sales promotions. 2+8
8. Write short notes on *any two* of the following : 5+5
- (a) Qualities of a Sales Person
  - (b) Follow up and Complaints
  - (c) Retail Activities
  - (d) Advantages of Personal Selling in Retailing.
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