

DIPLOMA IN RETAILING (DIR) / BBA

Term-End Examination

June, 2014

**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 the term "marketing mix" ? Explain its components briefly. 2+8
2. What are consumer's shopping behaviour patterns ? Describe the stages of consumer decision making process. 4+6
3. Explain Maslow's Hierarchy of needs for household customers. 10
4. Explain briefly various retail promotion techniques. 10
5. Define in - store promotion ? Explain briefly the objectives of in-store promotion. 2+8

6. (a) Identify the elements of a promotional mix and explain any one in relation to a retail store. 5+5
- (b) Explain the objectives of Retail Promotion mix.
7. Explain the nature and product specifications of different types of retail stores. 10
8. Write short notes on **any two** of the following : 5+5
- (a) Retailing Decisions
- (b) In-store Activities
- (c) Sources of Sales Promotion
- (d) Closing the sale
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