

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

00651

**Term-End Examination**

**June, 2010**

**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 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.

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
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