

DIPLOMA IN RETAILING (DIR)**Term-End Examination****June, 2009****BRL-002 : RETAIL MARKETING AND
COMMUNICATION***Time : 2 hours**Maximum Marks : 50**Note : Attempt any five questions.*

1. Explain the factors to be considered by retailers while developing and implementing their market plans. 10
2. What are the stages of consumer decision making and its impact on retail strategies ? Explain briefly. 10
3. What is meant by personal selling ? State the qualities of an effective sales person. 3+7
4. Explain briefly various retail promotion techniques. 10
5. Explain personal selling process in retail ? 10
6. Define in-store promotion ? Explain briefly the objectives of in-store promotion ? 2+8

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) Product positioning
 - (b) Retail Advertising
 - (c) closing the sale
 - (d) SPIN selling

- o O o -