

DIPLOMA IN RETAILING (DIR)**Term-End Examination****December, 2009****BRL-002 : RETAIL MARKETING AND
COMMUNICATION**

00057

*Time : 2 hours**Maximum Marks : 50**Note : Attempt any five questions.*

1. What do you understand by the term "marketing mix" ? Explain its components briefly. 2+8
2. Discuss the various factors that affect the shopping behaviour of consumers. 10
3. What do you mean by personal selling ? How does it differ from direct selling ? Explain the role of sales persons as order getters. 2+2+6
4. Explain Maslow's Hierarchy of needs of household customers. 10
5. Explain the steps involved in personal selling process. 10

6. What is advertising ? Explain its benefits to 2+8
retailers, consumers and salesmen.

7. Explain the concept of store management and 4+6
promotional methodologies for a store.

8. Write short notes on *any two* of the following : 5+5
 - (a) In-store Promotion
 - (b) Role of Retail Promotion
 - (c) Store Positioning
 - (d) Customer Retention Schemes

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