

DIPLOMA IN RETAILING (DIR) / BBA

00615

Term-End Examination

December, 2010

**BRL-002 : RETAIL MARKETING AND
COMMUNICATION**

Time : 2 hours

Maximum Marks : 50

Note : Attempt any five questions.

1. Explain various emerging trends in Retail Marketing. 10
2. What is personal selling ? Describe the objectives of personal selling. 3+7
3. Discuss any four personal selling objections. 10
4. Explain the role of retail promotion. 10
5. What do you mean by Advertising ? Explain the categories of advertising. 2+8
6. Explain the objectives of Sales Promotion. 10

7. Explain in detail the characteristics of a product. 10
8. Discuss various In-store Promotional methodologies. 10
9. Write short notes on *any two* of the following : 5+5
- (a) Advantages of Personal Selling.
 - (b) Qualities of a Salesperson.
 - (c) Retail Promotion Mix.
 - (d) Overall Price Strategies.
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