

No. of Printed Pages : 2

BRL-002

**DIPLOMA IN RETAILING /
B.B.A. IN RETAILING (DIR / BBARL)**

Term-End Examination

December, 2024

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

Time : 2 Hours

Maximum Marks : 50

Note : *Attempt any **five** questions. All questions carry equal marks.*

1. Explain the main *four* functions performed by retailers and explain Margin Turnover Model of retail strategy with example. 4+6
2. “Product positioning is a very important tool for any kind of market promotion.” Discuss in the context of retail business. 10
3. What do you understand by ‘Marketing Mix’ ? Explain the *four* basic elements of marketing mix with examples. 4+6

4. What are the steps involved in the process of individual selling ? How are they different from B2B selling ?
5+5
5. Discuss the various factors that affect the shopping behaviour of consumers.
10
6. Explain the concept of store management and the promotional methodologies for a retail store.
4+6
7. Why is the study of retail marketing important ? How can retail marketing be strategically planned ? Discuss with example.
5+5
8. Write short notes on any *two* of the following :
5+5
 - (a) Retail Promotion Star
 - (b) Foot fall increase management
 - (c) Qualities of a salesperson
 - (d) Customer Retention Schemes

× × × × × × ×