

**DIPLOMA IN RETAILING/**

**B. B. A. (RETAILING)**

**(DIR/BBARIL)**

**Term-End Examination**

**December, 2025**

**BRL-02 : RETAILING MARKETING AND  
COMMUNICATION**

*Time : 2 Hours*

*Maximum Marks : 50*

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**Note :** (i) Attempt any **five** questions.

(ii) All questions carry equal marks.

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1. What is Retailing ? Discuss various retail strategies and structures. 2+8
2. What are consumer's shopping behaviour patterns ? Describe the stages of consumer decision-making process. 4+6
3. What is personal selling ? Describe the qualities that a salesperson in a retail store should have to be successful. 3+7

[ 2 ]

4. (a) Describe various customer retention schemes. 5  
(b) Explain footfall increase management and conversion to sales strategies. 5
5. Explain the concept of product positioning and various promotional methodologies for a retail store. 2+8
6. Explain in detail various pricing strategies used in retailing. 10
7. What are the various methods of preparing a Promotional Budget ? 10
8. Write short notes on any *two* of the following : 5+5
- (a) In-store promotional activities
- (b) Role of IT in personal selling
- (c) SPIN selling technique of objection handling
- (d) Developing brand in retailing

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