

DIPLOMA IN RETAILING/

B. B. A. (RETAILING)

(DIR/BBARIL)

Term-End Examination

June, 2025

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

Time : 2 Hours

Maximum Marks : 50

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

(ii) All questions carry equal marks.

1. What do you understand by Retailing Decisions ? Explain the emerging trends in Retail Marketing. 2+8
2. Discuss various factors affecting consumers' purchase. 10

[2]

3. What are consumer's shopping behaviour patterns ? Describe the stages of consumer decision-making process. 4+6
4. Define 'Motive'. Explain Maslow's Hierarchy of Needs theory of motivation. 2+8
5. Discuss the role of information technology in personal selling. 10
6. Explain the major retail promotion techniques with examples. 10
7. Briefly discuss fundamentals of advertising with special reference to retail advertising. 5+5
8. Write short notes on any *two* of the following : 5+5
 - (a) Product positioning
 - (b) Media of Retail Advertising
 - (c) In-store promotion
 - (d) Store positioning

x x x x x