

DIPLOMA IN RETAILING / BBA
RETAILING (DIR / BBARIL)

Term-End Examination

June, 2026

BRL-002 : RETAIL MARKETING AND
COMMUNICATION

Time : 2 Hours

Maximum Marks : 50

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

(ii) All questions carry equal marks.

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1. What do you understand by Retailing.
Discuss the retail strategy and structure.
2+8
 2. Describe the factors affecting consumer
decision making process. 10
 3. What is personal selling ? Discuss the
importance and advantages of personal
selling. 2+4+4
 4. Discuss the Maslow's Hierarchy of needs
theory. 10

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5. Discuss Personal Selling Process – B2B in detail. 10
6. What is sales promotion ? Discuss the Retail promotion techniques. 2+8
7. Why is there need for In-store promotion ? Discuss the objectives of In-store promotion. 3+7
8. Write short notes on any *two* of the following : 5+5
 - (a) Retail Activities
 - (b) Qualities of sales person
 - (c) Cost Effective promotion methods
 - (d) Product Positioning

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