

No. of Printed Pages : 2

BRL-002

01666

DIPLOMA IN RETAILING (DIR) / BBA

Term-End Examination

December, 2011

BRL-002 : RETAIL MARKETING AND COMMUNICATION

Time : 2 hours

Maximum Marks : 50

Note : Attempt any five questions.

1. Define Retailing. What are the Emerging trends 2+8
in Retail Marketing ?
2. Discuss the term needs and wants and explain 4+6
their determinants.
3. What are the objectives of Personal selling ? 4+6
Discuss the requisite qualities of a sales person.
4. What is Bait Advertising ? Explain benefits of 2+8
advertising to retailers, salesmen and the
consumers.
5. (a) What is SPIN selling ? 5+5
(b) Describe the term closing the sale.

6. Explain the concept of brand and state the ways 2+8
in which a retailer can build its brand.
7. What is the concept of store Management ? Briefly 5+5
explain the various types of retail stores.
8. Distinguish between : 5+5
- (a) Personal Factor of consumer's shopping Behaviour and social factor of consumer's shopping Behaviour.
 - (b) Advertising and Publicity.
9. Write short notes on *any two* of the following : 5+5
- (a) Consumer Images on Retail stores
 - (b) Product Positioning
 - (c) Strategy Formulation
 - (d) Foot fall Increase Management

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No. of Printed Pages : 2

BRL-002

00061

DIPLOMA IN RETAILING (DIR) / BBA

Term-End Examination

June, 2012

BRL-002 : RETAIL MARKETING AND COMMUNICATION

Time : 2 hours

Maximum Marks : 50

Note : Attempt any five questions.

1. What is Retailing ? Discuss the retail strategy and structure. **2+8**
2. Explain the factors to be considered by retailers while developing and implementing their market plans. **10**
3. Discuss the role of information technology in personal selling. **10**
4. Explain the concept of Personal Selling Process B2B and the steps involved therein. **2+8**
5. What is Retail Promotion ? How does it affect the customer buying ? Explain the methods involved in it. **2+8**

6. Discuss the need for Retail Advertising and briefly describe the various media of Retail Advertising. 10
7. What is Sales Promotion ? Discuss the objectives of sales promotions. 2+8
8. Write short notes on *any two* of the following : 5+5
 - (a) Qualities of a Sales Person
 - (b) Follow up and Complaints
 - (c) Retail Activities
 - (d) Advantages of Personal Selling in Retailing.



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BRL-002

DIPLOMA IN RETAILING (DIR) / BBA

Term-End Examination

December, 2012

BRL-002 : RETAIL MARKETING AND COMMUNICATION

Time : 2 hours

Maximum Marks : 50

*Note : Attempt **any five** questions*

1. State the importance of Retailing and outline the emerging trends in Retail Marketing. **4+6**
2. Discuss the various factors that affect the shopping behaviour of consumers. **10**
3. State the importance of personal selling and the qualities of an effective sales person. **3+7**
4. (a) Discuss the objectives of Retail Promotion mix. **5+5**
(b) Identify the various ways of avoiding errors in communicating retail messages.
5. Briefly discuss the categories of Advertising and the media in retail advertising. **5+5**

6. Explain the concept of store management and the promotional methodologies for a store. 4+6
7. Discuss briefly the objectives and growth of In-store Promotion. 10
8. Write short notes on *any two* of the following : 5+5
 - (a) Objectives of In-store Promotion
 - (b) Closing the Sales
 - (c) Promotional Goals
 - (d) Customer Retention Schemes



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BRL-002

DIPLOMA IN RETAILING (DIR) / BBA

Term-End Examination

June, 2013

**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 factors to be considered by retailers while developing and implementing their marketing plans. **10**
2. Describe the factors that affect consumers, purchase decisions. **10**
3. (a) State the qualities of an effective sales person. **5+5**
(b) Explain briefly the objectives of in-store promotion.
4. (a) Describe the three basic elements to be considered to improve personal selling. **5+5**
(b) State the objectives of sales promotion.

5. What do you mean by retail advertising. Discuss the three main purposes of retail advertising. 10
6. "Product positioning is a very important tool for any kind of market promotion." Comment upon the statement in the context of retail business. 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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BRL-002

DIPLOMA IN RETAILING (DIR) / BBA

Term-End Examination

December, 2013

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 four major functions performed by 4+6
retailers and explain Margin Turnover Model of
retail strategy.
2. Describe the distinct dimensions of situational 10
influence on shopping behaviour of a consumer.
3. (a) Explain briefly the three broad categories of 5+5
need of an individual.
(b) What is the difference between need and
wants ? What are the determinants of
customer wants ?
4. Explain the 12-step selling process with suitable 10
examples.

5. "The heart of the selling process is the meeting that takes place between the prospect and the sales person." Comment this statement in the context of retail business. 10
6. Write a note on 'Below the line advertising'. Explain it with suitable examples. 10
7. Discuss various promotion techniques used by retailers in India. 10
8. Write short notes on **any two** of the following : 5+5
 - (a) Levels of services offered by retailers.
 - (b) Opportunities of in-store promotion.
 - (c) Customer retention schemes.
 - (d) Designing the promotion offer.

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DIPLOMA IN RETAILING (DIR) / BBA

Term-End Examination

June, 2014

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

Time : 2 hours

Maximum Marks : 50

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

1. What do you understand by the term "marketing mix" ? Explain its components briefly. 2+8
2. What are consumer's shopping behaviour patterns ? Describe the stages of consumer decision making process. 4+6
3. Explain Maslow's Hierarchy of needs for household customers. 10
4. Explain briefly various retail promotion techniques. 10
5. Define in - store promotion ? Explain briefly the objectives of in-store promotion. 2+8

6. (a) Identify the elements of a promotional mix and explain any one in relation to a retail store. 5+5
- (b) Explain the objectives of Retail Promotion mix.
7. Explain the nature and product specifications of different types of retail stores. 10
8. Write short notes on **any two** of the following : 5+5
- (a) Retailing Decisions
- (b) In-store Activities
- (c) Sources of Sales Promotion
- (d) Closing the sale

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DIPLOMA IN RETAILING (DIR) / BBA

Term-End Examination

December, 2014

BRL-002 : RETAIL MARKETING AND COMMUNICATION

Time : 2 hours

Maximum Marks : 50

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

1. What is 'Retailing' ? Explain the emerging trends in retail marketing. **2+8**
2. What are the stages of consumer decision making ? Explain briefly the types of consumer decision making process. **2+8**
3. Explain personal selling process in retail, and its 12 steps. **2+8**
4. Explain the overall pricing strategies used in retail. **10**
5. Explain the benefits of advertising to retailers, consumers and salesmen. **2+8**
6. Explain the concept of store management and promotional methodologies for a store. **4+6**

7. Explain the nature and product specifications of different types of retail stores. **10**
8. Write short notes on **any two** of the following : **5+5**
- (a) Product positioning
 - (b) Media of Retail Advertising
 - (c) Customer Retention Schemes
 - (d) The effective sales person
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BRL-002

DIPLOMA IN RETAILING (DIR) / BBA

Term-End Examination

June, 2015

BRL-002 : RETAIL MARKETING AND COMMUNICATION

Time : 2 hours

Maximum Marks : 50

Note : (i) *Attempt any five questions.*
(ii) *All questions carry equal marks.*

1. Define Retailing and explain the retail strategy and its quadrants. **2+8**
2. Discuss the various factors that affect the shopping behaviour of consumers. **10**
3. (a) Explain briefly the three broad categories of needs of an individual. **5+5**
(b) What is the difference between needs and wants ? Explain the determinants of customer wants.
4. Explain the 12 - steps selling process with suitable examples. **10**
5. (a) What is SPIN selling ? **5+5**
(b) Describe the term 'closing the sale'.

6. Explain briefly the various types of retail stores. 10
7. Explain the concept of 'Below the line Advertising' and the various forms of sales print. 2+8
8. Write short notes on **any two** of the following : 5+5
 - (a) Retailing Decisions
 - (b) Role of IT in Personal Selling
 - (c) Sources of Sales Promotion
 - (d) Customer Retention Schemes.



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BRL-002

DIPLOMA IN RETAILING (DIR) / BBA

Term-End Examination

December, 2015

BRL-002 : RETAIL MARKETING AND COMMUNICATION

Time : 2 hours

Maximum Marks : 50

Note : (i) Attempt *any five* questions.
(ii) All questions carry *equal* marks.

1. Explain the factors that the retailers have to take into account while developing and implementing their marketing plans. 10
2. What is personal selling ? Describe the qualities that a sales person in a retail store should have to be successful. 2+8
3. State the benefits of advertising to retailers, salesmen, consumers and the community. 10
4. Discuss the concept of 'brand' and state the ways in which a retailer can build its brand. 2+8
5. "The heart of the selling process is the meeting that takes place between the prospect and the sales person". Comment on this statement in the context of retail business. 10

6. "Product positioning is a very important tool for any kind of market promotion." Elaborate. 10
7. Explain the various methods of preparing a promotional Budget. 10
8. Write short notes on **any two** of the following : 5+5
 - (a) In - Store Promotion
 - (b) Product Positioning
 - (c) Media of Retail Advertising
 - (d) Developing Brand in retailing



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No. of Printed Pages : 2

BRL-002

00182

DIPLOMA IN RETAILING (DIR) / BBA

Term-End Examination

June, 2016

BRL-002 : RETAIL MARKETING AND COMMUNICATION

Time : 2 hours

Maximum Marks : 50

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

1. What do you understand by Retailing decisions ? 10
State the emerging trends in retail marketing in India.
2. State the major retail activities and the basic 10
reasons for the stores remaining popular.
3. Describe the role of Information Technology in 10
personal selling.
4. Explain the 12 - step personal selling process in 10
retail.
5. What are the objectives of retail promotion mix ? 5+5
Explain the ways of avoiding errors while
communicating retail messages.

6. Explain Retail advertising and write a note on 'Below the line advertising'. 5+5
7. Explain the concept of store management and promotional methodologies for a store. 4+6
8. Write short notes on **any two** of the following : 5+5
 - (a) The wheel of Retailing
 - (b) Consumer Images of Retail Stores
 - (c) Closing the Sale
 - (d) Growth of In-store Promotion



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BRL-002

DIPLOMA IN RETAILING (DIR) / BBA

Term-End Examination

December, 2016

BRL-002 : RETAIL MARKETING AND COMMUNICATION

Time : 2 hours

Maximum Marks : 50

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

1. What do you understand by the term "marketing mix" ? Explain its components briefly. **2+8**
2. Describe the factors that affect consumer's purchase decisions. **10**
3. What are the objectives of Personal selling ? State the requisite qualities of a salesperson. **4+6**
4. Explain Maslow's Hierarchy of Needs theory. **10**
5. State the recognisable elements of a brand and the ways in which a retailer can build its brand. **5+5**
6. Explain the objectives and growth of in-store promotion. **5+5**

7. Describe the various methods of preparing a promotional Budget. 10
8. Write short notes on **any two** of the following : 5+5
- (a) Factors affecting Retailing Decisions
 - (b) Product Positioning
 - (c) Media of Retail Advertising
 - (d) Footfall Increase Management
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BRL-002

DIPLOMA IN RETAILING (DIR) / BBA

Term-End Examination

June, 2017

BRL-002 : RETAIL MARKETING AND COMMUNICATION

Time : 2 hours

Maximum Marks : 50

Note : (i) *Attempt any five questions.*
(ii) *All questions carry equal marks.*

1. State the importance of retailing and explain the emerging trends in retail marketing. **4+6**
2. Explain the types of consumer decision making process and the role of services in retailing. **6+4**
3. Define Motive. Explain Maslow's Hierarchy of Needs theory. **2+8**
4. Discuss Personal Selling Process in Retail. **10**
5. Explain various promotion techniques used by retailers. **10**
6. Explain the concept of Product Positioning and various promotional methodologies for a retail store. **2+8**

7. Explain in detail the various pricing strategies used in retailing. 10
8. Write short notes on **any two** of the following : 5+5
- (a) Objectives of Personal Selling
 - (b) Media of Retail Advertising
 - (c) Services Offered by Retailers
 - (d) Store Positioning
-



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No. of Printed Pages : 2

BRL-002

29200

DIPLOMA IN RETAILING (DIR) / BBA

Term-End Examination

December, 2017

BRL-002 : RETAIL MARKETING AND COMMUNICATION

Time : 2 hours

Maximum Marks : 50

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

1. Define the concept of Marketing Management in Retail and the steps involved in marketing process. **2+8**
2. What is personal selling ? Describe the qualities that a sales person should have to be successful. **2+8**
3. Discuss the concept of Retail Promotion and the methods through which it affects the customer buying. **2+8**
4. Explain the various promotional mix elements. **10**
5. Explain in detail Point-Of-Sale (POS) display material with examples. **10**
6. Describe overall price strategies used in retailing. **10**

7. What do you understand by store positioning ? 2+8
Explain in-store promotional activities.
8. Write short notes on **any two** of the following : 5+5
- (a) Marketing in the New Economy
 - (b) Stages of Consumer Decision Process
 - (c) Role of Information Technology in Personal Selling
 - (d) Environmental Branding
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No. of Printed Pages : 1

BRL-002

DIPLOMA IN RETAILING (DIR) / BBA

Term-End Examination

June, 2018

**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 Margin-Turnover Model of retailing strategy. Briefly explain the core marketing concepts. 5+5
2. Briefly describe the factors that affect the consumer decision-making process. 10
3. Explain the qualities of an effective sales person. 10
4. Define 'Motive'. Explain Maslow's Hierarchy-of-Needs theory of motivation. 2+8
5. Explain the Point-of-Sale (POS) display of material. 10
6. Explain the major retail promotion techniques. 10
7. Explain the major pricing strategies in retailing. 10
8. Write short notes on any two of the following : 5+5
 - (a) Product Positioning
 - (b) Media of Retail Advertising
 - (c) Tools of Sales Promotion
 - (d) 'Closing the Sale'

No. of Printed Pages : 2

BRL-002

01093

DIPLOMA IN RETAILING (DIR) / BBA

Term-End Examination

December, 2018

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 term 'The Wheel of Retailing. Discuss the major Trends in Retail Marketing'. 4+6
2. Briefly describe the stages of consumer decision making process. Explain with an example. 10
3. Explain personal selling process in retailing. 10
4. Describe the elements of Retail promotion mix. Briefly explain the role of Retail promotion. 5+5
5. Explain the concept of store management and various promotional methodologies for a retail store. 4+6
6. What are the objectives of in-store promotion ? Explain the growth of in-store promotion. 5+5

7. Explain the major in-store activities in retailing. 10
8. Write short notes on **any two** of the following : 5+5
- (a) Role of Marketing in the new Economy
 - (b) Role of IT in personal selling
 - (c) Customer retention schemes
 - (d) Foot-fall increase Management
-



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BRL-002

**DIPLOMA IN RETAILING (DIR)/
BBA IN RETAILING**

Term-End Examination

01842

June, 2019

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

Time : 2 hours

Maximum Marks : 50

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

1. What do you understand by retailing decisions ?

Discuss the emerging trends in retail marketing in India.

10

2. Describe the role of Information Technology in personal selling, with examples.

10

3. Explain the 12-step selling process with suitable examples.

10

4. What is 'SPIN' selling ? Discuss the approach involved in 'closing the sale'.

5+5

5. What is Bait Advertising ? Explain the elements of promotion mix. 5+5
6. Discuss various Point of Sale (POS) display materials in detail. 10
7. Discuss the objectives and growth of in-store promotion. 5+5
8. Write short notes on any **two** of the following : 5+5
- (a) The Wheel of Retailing
 - (b) In-store Activities
 - (c) Customer Promotions
 - (d) Customer Retention Schemes

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No. of Printed Pages : 2

BRL-02

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

Term-End Examination

December, 2019

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

Time : 2 Hours

Maximum Marks : 50

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

1. What is Retailing ? Discuss about the retail strategy and structure. 2, 8
2. What are the concepts of marketing management in Retail ? Also discuss core marketing concepts. 5, 5
3. What are the objectives of Personal Selling ? State the requisite qualities of salesperson. 4, 6
4. Explain the benefits of advertising to retailers, consumers and salesmen. 10

5. Discuss the objectives of retail promotion mix and also explain the retail promotional techniques. 10
6. Discuss the techniques of footfall increase management. How can they be converted to sales ? Give examples to support your answer. 10
7. What do you understand by Store Management ? Discuss the types of stores and product specification. 4, 6
8. Explain in detail 'in-store activities' with brief explanation of each. 10
9. Write short notes on any *two* of the following :

5, 5

- (a) Retailing decisions
- (b) Store positioning
- (c) Retail chain concept
- (d) Follow up and complaints

No. of Printed Pages : 2

BRL-02

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

DIR/B.B.A. (RETAILING)

Term-End Examination

June, 2020

**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. Define Retailing. What are the emerging trends in retail marketing ? Discuss. 2+8
2. Define consumer's shopping behaviour patterns and also explain the factors affecting consumer decision-making process. 5+5
3. What is personal selling ? Discuss various types of selling roles of salesperson. 2+8

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4. What are the objectives of retail promotion mix ? Discuss the role of retail promotion. 2+8
5. Discuss in detail below the line advertising. What are its benefits ? Explain with examples.

5+5

6. Explain the concept of store management. Discuss the types of retail stores with their specifications. 3+7

7. Write a note on various methods used in determining retail prices. 10

8. Write short notes on any *two* of the following :

5 each

- (a) Qualities of Salesperson
- (b) Customer Emotions
- (c) Creation of Marketing Budget
- (d) Sources of Sales Promotion