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Register Number:

7314

Name of the Candidate:

DIPLOMA EXAMINATION - 2010

(RETAIL MANAGEMENT)

(PAPER – I)

110. COMMUNICATION FOR RETAIL MANAGERS

December)
Hours

(Time: 3

Maximum: 80 Marks

Answer any FIVE questions.
All questions carry equal marks. (5 × 16 = 80)

1. Describe the role of communication in retail marketing.
2. Discuss the various types of communication in retail marketing of a product.
3. How do you develop marketing communication plan to your retail business?
4. Explain any two theories of marketing communication.
5. Discuss under what circumstances should an advertiser use highly denotative words or connotative words in their message.
6. Explain the factors should be borne in mind while deciding upon a location for a store.
7. Describe the functions of retail managers in communication.
8. Explain why a marketing communicator would prefer to change consumer attitudes through an internalization process rather than through compliance or identification.
9. Enumerate the qualities of a good sales man.
10. What is price? Describe the determinants of price for a product in retail market.

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