

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

Term-End Examination

December, 2024

**BRL-003 : RETAIL MANAGEMENT PERSPECTIVE
AND COMMUNICATION**

Time : 2 Hours

Maximum Marks : 50

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

1. (a) What are the various types of plan in a retail organization ? 5
- (b) Explain barriers to effective planning in a retail organisation. 5
2. Describe Henri Fayol's principles of Modern Management Theory. 10
3. Describe various strategic division areas in a retail organisation with suitable examples. 10

4. Describe various leadership styles and their consequences briefly. 10
5. Explain various requisites of effective control with suitable example. 10
6. Discuss briefly the communication barriers that reduce the effectiveness of communication. 10
7. Enlist various types of non-verbal communication with suitable example. 10
8. Write short notes on any *two* of the following :

5+5

- (a) Poor listening habits
- (b) Balance Sheet
- (c) Improving cross-cultural communication
- (d) Service encounter

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