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BRL-003

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

**Term-End Examination
December, 2025**

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

Time : 2 Hours

Maximum Marks : 50

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

1. Explain briefly the principles and features of scientific management. 5+5
2. Explain the different types of organizational plan. Also discuss barriers of affective planning. 5+5

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3. Explain various dimensions on which a learning organization can be built with suitable example. 10
4. Explain communication process with suitable examples. 10
5. Discuss the various types of listening with examples. 10
6. Describe various determinants of customer behaviour at service encounter. 10
7. “Transactional Analysis (TA) provides a useful framework for focusing attention on how exchange takes place.” Comment. 10
8. Write short notes on any *two* of the following : 5+5

- (a) Motivation
- (b) Web Conferencing
- (c) Active listening
- (d) Gestures

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