

DIPLOMA IN RETAILING/

B. B. A. IN RETAILING

(DIR/BBARIL)

Term-End Examination

June, 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. Describe the steps in planning process. 10
 2. Discuss the issues of team building management to be taken care while creating effective teamwork. 10
 3. Explain various requisites of effective control. 10

4. Prepare a format of P/L Account and a Balance Sheet. 4+6
5. Discuss various objectives of communication in an organization with example. 10
- 6 (a) What are the steps in the process of active listening ? 4
(b) Explain various benefits of listening. 6
7. How can a retailer improve cross-cultural communication ? Discuss various tips for effective cross-cultural communication. 10
8. Write shrot notes on any **two** of the following : 5+5
 - (a) Proxemics
 - (b) Eye contact (oculesics)
 - (c) Staffing
 - (d) Management and administration

× × × × ×