

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

Term-End Examination

June, 2026

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

Time : 2 Hours

Maximum Marks : 50

Note : (i) Attempt any **five** questions.

(ii) All questions carry equal marks.

1. Explain Henry Fayol's principles of Modern Management Theory. 10
2. Describe various steps of planning process with the help of a flow chart. 10
3. Discuss various issues in designing of retail organization structures with example. 10

4. How would you create an effective team in your retail organization ? What issues should be taken care of while creating a good team ? 10
5. What are the requisites of effective control ? Discuss. 10
6. What are the various communication barriers ? Explain. 10
7. (a) Discuss various benefits of listening.
(b) Explain poor listening habits that should be avoided. 5+5
8. Write short notes on any *two* of the following : 5+5
 - (a) Improving cross cultural communication
 - (b) Transactional analysis
 - (c) Audio and Video conferencing
 - (d) Subsidiary books

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