

No. of Printed Pages : 2

**BRL-104**

**B. B. A. (RETAILING)**

**(BBARIL)**

**Term-End Examination**

**December, 2023**

**BRL-104 : RETAIL MANAGEMENT  
PERSPECTIVES AND COMMUNICATION**

*Time : 3 Hours*

*Maximum Marks : 100*

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

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1. What is teamwork ? Explain various types of teams and discuss the issues related to building effective team. 5+15
2. (a) What are the qualities of a good plan ? Explain the planning process. 10  
(b) What is decision-making ? Explain various phases of decision-making process. 10
3. What are the characteristics of retail organization ? Explain the centralization and decentralization process in retail organization.

10+10

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4. Define controlling. How is it important in a retail organization ? Explain the different characteristics of controlling. 5+5+10
  
5. What are the communication objectives ? Explain the communication process and the effects of noise and other barriers in communication. 20
  
6. What is Ethnocentrism ? How do you improve cross cultural communication ? Explain. 5+15
  
7. How to use e-mail in retail communications ? Explain the importance of technology in improving the effectiveness of communication. 20
  
8. Write short notes on the following : 4×5=20
  - (a) Budgetary control
  - (b) Matrix organization structure
  - (c) Major issues facing teams in retail
  - (d) Types of communication flows