

01355

**BBA RETAILING / DIR**

**Term-End Examination**

**June, 2018**

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

*Time : 2 hours*

*Maximum Marks : 50*

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

(ii) *All questions carry equal marks.*

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1. Discuss the benefits of retail planning process. Also enlist the qualities of a good plan. **6+4**
  2. Explain the issues to be considered while designing a retail organisation structure. **10**
  3. What are the important issues to be kept in mind while creating effective teamwork? Explain with suitable example. **10**
  4. Write a brief note on the requisites of effective control system in a retail organisation. **10**
  5. Discuss the advantages of "Tally" in accounting. **10**
  6. What is written communication? Describe the principles of written communication. **3+7**
  7. What is Non-Verbal Communication? Explain various ways to improve Non-verbal communication skills. **3+7**
  8. Write short notes on any two of the following : **5+5**
    - (a) Kinesics
    - (b) Contextual Differences
    - (c) Perception
    - (d) Web conference
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