

**DIPLOMA IN RETAILING (DIR)/
BBA IN RETAILING (BBARL)**

Term-End Examination

June, 2022

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

Time : 2 hours

Maximum Marks : 50

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

1. Explain positive and negative impact of technology enabled communication. 10

2. Describe the determinants of Employee Behaviour at Service encounter. 10

3. (a) List the benefits of effective listening in retail organisations.

- (b) What are the essentials of becoming a good listener ? 5+5

4. “Communication is a dynamic and transactional process.” In light of the statement, explain various phases of communication process. 10
 5. What is Controlling ? How is it important in a retail organisation ? 10
 6. Describe the issues involved in team building and management in the context of a retail organisation. 10
 7. Describe briefly the phases in decision-making process in a retail organisation. 10
 8. Write short notes on any **two** of the following : 5+5
 - (a) Departmentalised Structure
 - (b) Types of Plan
 - (c) Directing
 - (d) Scientific Management
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