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**BRL-104**

**BACHELOR OF BUSINESS  
ADMINISTRATION IN RETAILING  
(BBARIL)**

**Term-End Examination**

**June, 2024**

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

*Time : 3 Hours*

*Maximum Marks : 100*

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**Note :** Attempt any *five* questions.

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1. What is Management ? Explain Henri Fayol's principles of Modern Management. 4+16
2. What are the features of planning ? Explain the steps involved in the planning process with examples. 5+15
3. (a) Describe the issues in designing of retail organization structure.
- (b) How can you build a learning organization for retail business ? 10+10

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4. (a) Explain the different styles of leadership in detail with examples.  
(b) Discuss the essential qualities required to be an effective leader. 10+10
5. (a) Describe the various mediums of communication found in a retail organization.  
(b) Discuss various communication barriers faced by a retail organization. 10+10
6. Explain various types of listening with suitable examples. 20
7. Enumerate physical and non-physical part of store ambience. Explain in detail about the physical aspects of a retail store. 6+14
8. Write short notes on any *two* of the following : 10+10
  - (a) Cultural difference
  - (b) Ethnocentrism
  - (c) Non-verbal communication
  - (d) Rules of double-entry accounting system