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**BRL-03**

**B. B. A. RETAILING/DIR**

**Term-End Examination**

**December, 2021**

**BRL-03 : RETAIL MANAGEMENT PERSPECTIVES  
AND COMMUNICATION**

*Time : 2 Hours*

*Maximum Marks : 50*

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

(ii) All questions carry equal marks.

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1. Describe the theory of scientific management. 10
2. What are the various barriers to effective planning ? Discuss with example. 10
3. Differentiate between line structure and line and staff structure of an organisation with examples. 10
4. List out the four phases in decision-making process. Explain the phases with relevant examples from retail business perspective. 10

5. Explain various leadership styles briefly. 10
6. Describe the communication process in an organisation with the help of a flow chart. 10
7. Discuss briefly the common and basic types of non-verbal communication used in a retail organisation. 10
8. Write short notes on any **two** of the following : 5+5
  - (a) Budgetary control in retail
  - (b) Book-keeping in retail
  - (c) Communication barriers
  - (d) Active listening

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**P. T. O.**