

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

Term-End Examination

December, 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 briefly the important functions of management. 10

2. Describe the steps involved in the planning process in a retail organisation. 10

3. (a) Differentiate between the following :
Centralisation and Decentralisation of an organisational structure.

(b) List the issues involved in designing of a retail organisation structure. 5+5

4. Describe the requisites of effective control in a retail organisation. 10
 5. Discuss the communication barriers that reduce the effectiveness of communication. 10
 6. Describe briefly various types of non-verbal communication, with examples. 10
 7. List out various types of listening skills, with examples. 10
 8. Write short notes on any **two** of the following : 5+5
 - (a) Effective Cross-Cultural Communication
 - (b) Transaction Analysis
 - (c) Web Conferencing
 - (d) Internet
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