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**BRL-003**

**DIPLOMA IN RETAILING/B. B. A.  
RETAILING (DIR/BBARL)**

**Term-End Examination**

**December, 2023**

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

*Time : 2 Hours*

*Maximum Marks : 50*

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

(ii) All questions carry equal marks.

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1. What is a Balance Sheet ? Describe with hypothetical figures. 10
2. Explain service encounter citing suitable example. Describe the determinants of employee behaviour at service encounter. 10
3. Explain the issues in designing of retail organisational structure citing relevant examples. 10

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4. How do you create effective teamwork in a retail organisation ? Also discuss the important tips for team building. 6+4
5. Describe briefly basic types of non-verbal communication. 10
6. What is cross cultural communication ? Enlist the tips for effective cross cultural communication. 10
7. Explain Henry Fayol's principles of Modern Management theory. 10
8. (a) What are the requisites of effective control system ? 5  
(b) Discuss the characteristics of control in a retail organisation. 5