

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

Term-End Examination

01972

June, 2019

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

Time : 2 hours

Maximum Marks : 50

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

1. Describe Henry Fayol's principles of modern management theory. 10

2. Distinguish between : 2×5=10
 - (a) Centralised organisation structure and Decentralised organisation structure
 - (b) Written communication and Oral communication

3. "Our body also communicates a lot about us in many ways as we communicate verbally." Elaborate the statement. 10

4. Write short notes on any *two* of the following : 5+5=10
- (a) Active Listening
 - (b) Effective Cross-cultural Communication
 - (c) Perception
 - (d) Precautions in Using Email
5. Explain various communication barriers that reduce the effectiveness of communication. 10
6. As a manager, how would you create effective teamwork in your retail organisation ? 10
7. Describe in detail, individual versus group decision making and the advantages and disadvantages of group decision making. 5+5=10
8. Explain the requisites of an effective control system in a retail organisation. 10
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