

No. of Printed Pages : 2

BRL-003

B.B.A. RETAILING/DIR

Term-End Examination

June, 2020

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

Time : 2 Hours

Maximum Marks : 50

Note : (i) Answer any five questions.

(ii) All questions carry equal marks.

1. Explain Henry Fayol's principles of modern management theory. How is it useful in retail ?

7+3

2. Describe various phases in decision-making process. Citing examples from retail business.

10

3. Discuss the requisites of effective control. 10

P. T. O.

4. What are the barriers of communication ?
Explain. 10
5. (a) Narrate the benefits of effective listening. 5
(b) What are poor listening habits that should
be avoided ? Discuss. 5
6. Discuss the determinants of employee
behaviour at service encounter. 10
7. Explain the concept of transactional analysis
and its application in retail interactions. 10
8. Write short notes on any *two* of the following :
5 each
- (a) Tally
- (b) Web conferencing
- (c) Individual *vs.* Group decision-making
- (d) Matrix structure