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BRL-003

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

Term-End Examination

June, 2023

**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. (a) Describe the nature and scope of management. 5
- (b) Explain the principles of scientific management. 5
2. Discuss the steps of planning process which is generally used by managers. 10
3. Describe various phases in decision-making process with suitable example. 10
4. Describe various objectives of communication in a retail organisation with suitable example. 10

P. T. O.

5. (a) Enlist the important tips to become a good listener. 5
- (b) What are the poor listening habits that should be avoided ? 5
6. Write an explanatory note on technology based communication tools. 10
7. “Controlling is a continuous process which is cyclical in nature.” In the light of the statement, explain the control cycle. 10
8. Briefly explain the accounting concepts and conventions that an accountant must know. 10