

**B. B. A. IN RETAILING (BBARIL)**

**Term-End Examination**

**June, 2023**

**BRL- 104 : RETAIL MANAGEMENT  
PERSPECTIVES AND COMMUNICATION**

*Time : 3 Hours*

*Maximum Marks : 100*

---

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

(ii) *All questions carry equal marks.*

---

---

1. (a) Explain the functions of Leadership. 10  
(b) Explain the different leadership styles with examples. 10
2. What is organization structure ? Discuss different types of organization structure. 5, 15
3. Discuss various types of listening. Describe the benefits of listening in communication, with examples. 15, 5
4. Discuss intercultural sensitivity. Explain the importance of cross-cultural communication in retailing. 15, 5

**P. T. O.**

5. What is service encounter ? Explain the determinants of employee behaviour at service encounter. 5, 15
6. (a) Discuss the types of Customer Communication with examples. 10  
(b) Describe the best practices of Customer Communication. 10
7. What is Omni-channel ? Explain the *five* trends in omni-channel. 5, 15
8. Write short notes on the following questions : 5 each
  - (a) Book-keeping in retail
  - (b) Communication barriers
  - (c) Active Listening
  - (d) Transactional Analysis