

No. of Printed Pages : 2

BRL-003

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

Term-End Examination

June, 2024

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

Time : 2 Hours

Maximum Marks : 50

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

(ii) All questions carry equal marks.

-
-
1. Explain briefly the principles and features of scientific management. 10
 2. Discuss various issues in designing of retail organizational structure. 10
 3. Describe various phases in decision-making process. 10
 4. Explain briefly various stages in control process with suitable example. 10

P. T. O.

[2]

5. Discuss various objectives of communication in an retail organization. 10
6. Describe various types of listening skills with the help of suitable examples. 10
7. Discuss briefly various determinants of customer behaviour at service encounter. 10
8. Write short notes on any *two* of the following :
5+5
 - (a) Kinesics
 - (b) Tally
 - (c) Departmental structure
 - (d) Steps in planning