

No. of Printed Pages : 3

**BRL-003**

## **BBA RETAILING / DIR**

**Term-End Examination**

**December, 2010**

00228

### **BRL-003 : RETAIL MANAGEMENT PERSPECTIVES AND COMMUNICATOR**

*Time : 2 hours*

*Maximum Marks : 50*

*Note : Answer any five questions. All questions carry equal marks (10 marks each).*

1. Answer *any four* questions. **4x2½=10**
- (a) How management is different from administration ?
  - (b) Why planning is needed in a retail firm ?
  - (c) Describe need for an organisational communication.
  - (d) What are the determinants of an employee behaviour at a service centre of a retail shop ?
  - (e) Why is communication technology needed for retail with a specific format ?
  - (f) List non-verbal communication being used in specific format.

2. Explain the steps involved in a retail planning process ? Discuss the barriers you come across in a retail planning process ? **5+5=10**
  
3. How do you design an organisation structure for a retail shop in a metro city like Delhi/Mumbai/Kolkata, etc ? **10**
  
4. Successful leaders need high intellectual qualities. Describe the qualities you need to become a successful leader in retail ? **10**
  
5. Why listening is important in a business context ? Explain the process of listening and types of listening. **3+3+4=10**
  
6. Being an employee of a retail firm, you may come across a variety of people with a variety of culture and cross-culture. Explain the tips for effective cross culture communication in a retail firm. **10**
  
7. What are the objectives of financial accounting ? How Profit and Loss Account and Balance Sheet are important financial statements for a retail firm ? **3+7=10**

8. Distinguish between *any two* of the following : 5+5=10
- (a) Unity of Command and Unity of Direction.
  - (b) Policies and strategies.
  - (c) Leadership and motivation.
  - (d) Centralisation and Decentralisation.
-