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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.
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