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BRL-003

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BBA RETAILING / DIR

Term-End Examination

June, 2010

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

Time : 2 hours

Maximum Marks : 50

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

1. Answer *any four* questions (short answer questions). **4x2½=10**
- (a) What is corporate plan ?
 - (b) List out basic principles of scientific management.
 - (c) State the characteristics of control in relation to a retail firm.
 - (d) Differentiate between Profit and Loss Account and Balance Sheet.
 - (e) What is the importance of managerial skills in retail context ?
 - (f) How customer is different from consumer ?

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P.T.O.

2. What is modern management ? Explain 3+7 principles of modern management.
3. Explain key areas of decision making in a retail firm. 10
4. Explain how a leader can build teams and make a retail firm successful ? 10
5. Good listening skills are essential to become a good communicator. Explain how you could become a good listener and benefit a retail firm ? 10
6. Discuss various retail organisation structures with examples. 10
7. What is culture ? Explain inter-cultural sensitivity in the context of retail. Explain important tips for effective cross cultural communication. 2+4+4
8. Write short notes on *any two* of the following : 5+5
 - (a) Service centre
 - (b) Ethnocentrism
 - (c) Non-verbal communication
 - (d) Financial statements in the retail context.