

BBA RETAILING / DIR

Term-End Examination

December, 2013

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

Time : 2 hours

Maximum Marks : 50

Note : Answer any five questions.

1. Answer **any two** of the following questions : 5+5
 - (a) Describe the advantages of retail planning.
 - (b) Explain the issues that are taken into account while designing a retail organisational structure.
 - (c) Identify different types of teams and explain the functions of any one of these.
 - (d) Describe the meaning and importance of proxemics.

2. Define management. Explain its essential 2+8 features.

3. "If you fail to plan, then you plan to fail." 10
Elaborate.

4. Explain different phases in the decision making 10 process and highlight their importance.

5. State different leadership styles and explain the advantages and disadvantages of any one of these. 4+6
 6. Explain double entry system of accounting. Describe the rules for debit and credit of different types of accounts. 4+6
 7. What do you mean by non - verbal communication ? Discuss different types of non - verbal communication. 2+8
 8. Distinguish between **any two** of the following : 5+5
 - (a) Good listening habits and bad listening habits.
 - (b) High context culture and low context culture.
 - (c) Child and adult roles of customers.
 - (d) Web conferencing and audio conferencing.
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