

**BBA RETAILING / DIR**

**Term-End Examination**

**December, 2015**

**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. Discuss the principles of scientific management proposed by Fredric Winslow Taylor. **10**
2. Distinguish between centralised and decentralised structure of organisation. Which is the most preferred one in the changing environment ? **6+4**
3. Describe the four phases in decision making process with suitable examples. **10**
4. Define leadership. What are the functions of leadership ? What is the role of power in leadership ? **2+6+2**
5. "The control process is a continuous flow between measuring, comparing and action." In the light of the statement describe the stages in control process. **10**

6. Comment upon the following : 5+5
- (a) While preparing the accounting statements, the accountant must bear in mind the accounting conventions.
  - (b) Body language (Kinesics) is articulation of the body, or movement resulting from muscular and skeletal shift.
7. (a) Describe the benefits of listening. 5+5
- (b) State various types of poor listening habits.
8. Write short notes on **any two** of the following : 5+5
- (a) Features of planning.
  - (b) Line and staff structure of organisation.
  - (c) Application of Transactional Analysis in Retail interactions.
  - (d) Audio and Video Conferencing.
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