

**BBA RETAILING / DIR**

**Term-End Examination**

**December, 2018**

**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. Describe briefly the determinants of Employee Behaviour and Customer Behaviour at service encounter. 10
2. Discuss the barriers and hurdles in the communication process with suitable example. 10
3. Explain the basic steps of an active listening process. Briefly discuss the essentials to become a good listener. 5+5
4. "The control process is a continuous flow between measuring, comparing and action". Comment on the statement and discuss the steps in the control process. 10
5. Discuss the essential traits and functions of a leader in a retail organisation. 5+5
6. Discuss the advantages and disadvantages of group decision making process. How you overcome the barriers to effective decision making ? 5+5

7. Explain centralised and decentralised structure of an organisation. Which structure do you think is better for a retail organisation ? Give reason. **8+2**
8. Write short notes on **any two** of the following : **5+5**
- (a) Types of plan
  - (b) Ethical responsibility of a retailer
  - (c) Objectives of financial accounting
  - (d) Balance Sheet
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