

BBA RETAILING / DIR

Term-End Examination

June, 2012

**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 (10 marks each).

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1. Answer *any two* of the following questions : 5+5
 - (a) Describe briefly the ethical responsibilities of a retailer.
 - (b) What are the qualities of a good plan for the retail organization ?
 - (c) Outline the traits of a good leadership.
 - (d) State the characteristics of control in an organization.

 2. What do you mean by scientific management ? 2+8
Describe basic principles of scientific management.

 3. What do you mean by planning ? Discuss the 2+8
characteristic features of planning for a retail organization.

4. Describe various strategic decision areas involved in retail management. 10
 5. "Leadership is the activity of influencing people to strive willingly for group objectives". Elaborate. 10
 6. Define the concept of control and describe the requisites of effective control in a retail organisation . 2+8
 7. How is oral communication most important in an organization ? How can it be made more effective ? 2+8
 8. Distinguish between *any two* of the following : 5+5
 - (a) Upward communication and downward communication.
 - (b) Technical skill and human skill.
 - (c) Formal plan and informal plan.
 - (d) Autocratic leader and paternalistic leader.
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