

00731

**BBA RETAILING / DIR**

**Term-End Examination**

**June, 2017**

**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. Define management and explain its essential features. 2,8
2. Describe various types of plans based on the coverage of organisational activities. 10
3. What do you mean by organisation structure ? Discuss the line structure and Matrix structure of organisation. 2, 4, 4
4. Explain briefly : 6+4
  - (a) Financial Accounting
  - (b) Cost Accounting
  - (c) Management Accounting and
  - (d) Social Accounting.

Also state the objectives of Financial Accounting.

5. (a) Enlist ten commandments of effective communication as identified by the American Management Association. 5+5  
(b) How would you overcome the barriers of communication process ?
6. Describe the tips for effective cross cultural communication. 10
7. Discuss briefly the determinants of Customer Behaviour at service encounter. 10
8. Write short notes on **any two** of the following : 5+5  
(a) Perception  
(b) Web conferencing  
(c) Criteria for selection of communication technology  
(d) Active listening
-