

BBA RETAILING / DIR

Term-End Examination

December, 2012

BRL-003 : RETAIL MANAGEMENT
PERSPECTIVES AND COMMUNICATION

Time : 2 hours

Maximum Marks : 50

Note : Answer any five questions. All questions carry equal marks (10 marks each).

1. Answer *any two* of the following questions : 5+5
 - (a) Explain the responsibility of a retailer towards its customers.
 - (b) Describe briefly the barriers to effective planning in a retail organization.
 - (c) Explain the ideal structure of a retail organization.
 - (d) Describe briefly the factors that may affect the effective decision making adversely.
2. Define management. Describe the essential 2+8 features of good management.
3. How does centralised organisational structure 4+6 differ from decentralised structure and describe merits and demerits of one of these.

4. What do you mean by rationality in decision making ? Describe different phases of decision making. 2+8
 5. Explain briefly the various leadership style and their consequences. 4+6
 6. How is management control organized in retail ? Describe various stages in controlling processes. 2+8
 7. (a) Explain the double - entry system of accounting. 4+6
(b) Outline the steps involved in accounting process.
 8. Distinguish between *any two* of the following : 5+5
 - (a) Short - term plan and long-term plan.
 - (b) Line structure and matrix structure of an organization.
 - (c) Free-rein style leader and democratic style leader.
 - (d) Market control and clan control
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