

00422

BBA RETAILING / DIR

Term-End Examination

December, 2014

**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.

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1. Answer **any two** of the following questions. 5+5
 - (a) Differentiate between centralised and decentralised structures of an organisation.
 - (b) State the major barriers of effective planning.
 - (c) Explain the disadvantages of group decision making process.
 - (d) Bring out the major issues that teams usually face.

 2. Explain briefly the Henry Fayol's principles of modern management theory. 10

 3. Describe the steps in planning process that are applicable to all types of plans with minor modifications. 10

 4. Explain the four phases in decision making process. 10

5. Distinguish between any two of the following : 5+5
- (a) Autocratic leadership style and democratic leadership style.
 - (b) Strategic plans and operational plans.
 - (c) Written communication and oral communication.
 - (d) Trading Account and Profit and Loss Account.
6. Discuss various media of communication used by the retailers. 10
7. Explain the measures that should be taken by retail employees for effective cross cultural communication. 10
8. Write short notes on any two of the following : 5+5
- (a) Video conferencing
 - (b) Principles of written communication
 - (c) Objectives of financial accounting in case of a retail store
 - (d) Management audits
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