

BBA RETAILING / DIR

Term-End Examination

December, 2016

**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. State the various types of teams generally found in organisations. Discuss the factors that influence the effectiveness of team work. **4+6**
2. Describe various phases involved in decision making process in a retail organisation. **10**
3. Discuss the issues that should be considered while developing an organisation design. **10**
4. (a) Describe the barriers to effective planning in a retail store. **5+5**
(b) List out the qualities of a good plan.

5. Describe briefly the various functions performed by management in a retail organisation. 10
6. Explain different leadership styles along with their consequences in the context of a retail store. 10
7. Discuss various stages in control process with suitable examples. 10
8. Write short notes on any two of the following : 5+5
- (a) Communication process
 - (b) Body language (Kinesics)
 - (c) Types of listening
 - (d) Determinants of customer behaviour at service encounter.
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