

00579

**BBA RETAILING / DIR**

**Term-End Examination**

**December, 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. Explain the principles of scientific management as propounded by F.W. Taylor and the features thereof. 5+5
2. Describe the barriers to effective planning and state the qualities of a good plan. 6+4
3. Describe various media of communication used by retailers to interact with customers. 10
4. Differentiate between : 5+5
  - (a) Centralisation and decentralisation of organisation structures.
  - (b) Verbal and non-verbal communication.
5. Explain the four phases in decision making process in a retail organisation. 10

6. What do you mean by leadership? Describe the functions of leadership. 3+7
7. Discuss different stages in control process of a retail organisation. 10
8. Write short notes on **any two** of the following : 5+5
- (a) Double Entry System of Accountancy
  - (b) Negative Impacts of Technology Enabled Communication
  - (c) The Control Cycle
  - (d) Staffing Activities
-