

**BBA RETAILING / DIR**

**Term-End Examination**

**June, 2013**

00171

**BRL-003 : RETAIL MANAGEMENT  
PERSPECTIVES AND COMMUNICATION**

*Time : 2 hours*

*Maximum Marks : 50*

*Note : Answer any five questions. All questions carry equal marks.*

1. Answer **any two** of the following questions : 5+5
  - (a) Describe the basis of four schools of thought of management.
  - (b) Explain the practical problems faced in planning.
  - (c) Highlight the differences between centralized and decentralized structures of an organisation.
  - (d) Compare and contrast the consequences of autocratic and democratic leadership.
  
2. Describe the basic principles of modern 10 management based on the thought of Henry Fayol.
  
3. Explain various steps followed in preparing the 7+3 plan for an organisation. Depict these steps in a correct order by making a chart.

4. What is meant by 'learning organisational structure' ? Describe its various components. 2+8
5. Suppose you have been given the responsibility of building a team for organising retail activities in a departmental store. How will you proceed and what will be your priorities ? 10
6. "Controlling in retail is a continuous process." Elaborate. 10
7. What is meant by accounting ? State the various accounting concepts and conventions and explain any two of them with their accounting implications. 2+4+4
8. Distinguish between **any two** of the following : 5+5
- (a) Written communication and Oral communication
  - (b) Posture and Gestures
  - (c) Good listening and Poor listening habits
  - (d) Ability to perform and Willingness to perform
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