

BBA RETAILING / DIR

Term-End Examination

June, 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.

1. Answer **any two** of the following questions : **5+5**
 - (a) Identify the functions of management and explain any one of these.
 - (b) Explain the qualities of a good plan.
 - (c) State the issues that should be considered while designing a retail organisation structure.
 - (d) Briefly explain the key decision areas in managing a retail organisation.
2. Explain the factors that help in creating effective teamwork. **10**
3. "Effective control systems tend to have certain common characteristics". Comment upon the statement emphasising the characteristics of an effective control system. **10**
4. What is a balance sheet ? Prepare a format of balance sheet of a retail store with imaginary figures. **3+7**

5. Explain the process of an effective communication. Also explain its importance in retailing. **5+5**
6. Distinguish between **any two** of the following : **5+5**
- (a) Leaders and Managers
 - (b) Verbal and non-verbal communication
 - (c) Informative listening and attentive listening
 - (d) Video conferencing and Web conferencing.
7. Describe the positive and negative impact of technology enabled communication. **10**
8. Write short notes on **any two** of the following : **5+5**
- (a) Determinants of customer behaviour at service encounter
 - (b) Perception
 - (c) Contextual differences in cross-cultural communication
 - (d) Features of scientific management
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