

**BBA RETAILING / DIR**

**Term-End Examination  
December, 2010**

00228

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

*Time : 2 hours*

*Maximum Marks : 50*

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*Note : Answer any five questions. All questions carry equal marks (10 marks each).*

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1. Answer *any four* questions. **4x2½=10**
- (a) How management is different from administration ?
  - (b) Why planning is needed in a retail firm ?
  - (c) Describe need for an organisational communication.
  - (d) What are the determinants of an employee behaviour at a service centre of a retail shop ?
  - (e) Why is communication technology needed for retail with a specific format ?
  - (f) List non-verbal communication being used in specific format.

2. Explain the steps involved in a retail planning process ? Discuss the barriers you come across in a retail planning process ? 5+5=10
  
3. How do you design an organisation structure for a retail shop in a metro city like Delhi/Mumbai/Kolkata, etc ? 10
  
4. Successful leaders need high intellectual qualities. Describe the qualities you need to become a successful leader in retail ? 10
  
5. Why listening is important in a business context ? Explain the process of listening and types of listening. 3+3+4=10
  
6. Being an employee of a retail firm, you may come across a variety of people with a variety of culture and cross-culture. Explain the tips for effective cross culture communication in a retail firm. 10
  
7. What are the objectives of financial accounting ? How Profit and Loss Account and Balance Sheet are important financial statements for a retail firm ? 3+7=10

8. Distinguish between *any two* of the following : 5+5=10
- (a) Unity of Command and Unity of Direction.
  - (b) Policies and strategies.
  - (c) Leadership and motivation.
  - (d) Centralisation and Decentralisation.
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