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**BACHELOR OF BUSINESS ADMINISTRATION  
(RETAIL SERVICES)  
(BBARS)**

**Term-End Examination  
December, 2010**

**BRS-001 : BUSINESS ORGANISATION AND  
MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. What is management process and how is management useful in managing a retail organisations ? 20
  
  2. (a) Explain the planning process. 10  
(b) Describe various types of plan. 10
  
  3. What is centralisation and decentralisation in retail organisation ? Which is the most preferred one in the changing environment ? 20
  
  4. (a) How do you measure performance of a retail outlet ? 10  
(b) How do you measure profitability in retail operations of a company ? 10

5. What is organisation development ? Discuss the role of OD consultant. 20
6. Write short notes on : 5x4=20
- (a) Ethical responsibility of a company
  - (b) Decision considerations for a suitable retail organisation structure
  - (c) Retail management decisions
  - (d) Team building
7. Define organisational climate. What are its main dimensions ? 20
8. "Economic goals and social obligations of business are always in conflict with each other and cannot be reconciled". Comment. 20
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