

01311

**BBA RETAILING / DIR**

**Term-End Examination**

**June, 2010**

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

*Time : 2 hours*

*Maximum Marks : 50*

---

**Note :** (i) Answer *any five* questions.

(ii) All questions carry *equal* marks (10 marks each).

---

1. Answer *any four* questions (short answer questions). **4x2½=10**
- (a) What is corporate plan ?
  - (b) List out basic principles of scientific management.
  - (c) State the characteristics of control in relation to a retail firm.
  - (d) Differentiate between Profit and Loss Account and Balance Sheet.
  - (e) What is the importance of managerial skills in retail context ?
  - (f) How customer is different from consumer ?

2. What is modern management ? Explain 3+7 principles of modern management.
  3. Explain key areas of decision making in a retail firm. 10
  4. Explain how a leader can build teams and make a retail firm successful ? 10
  5. Good listening skills are essential to become a good communicator. Explain how you could become a good listener and benefit a retail firm ? 10
  6. Discuss various retail organisation structures with examples. 10
  7. What is culture ? Explain inter-cultural sensitivity in the context of retail. Explain important tips for effective cross cultural communication. 2+4+4
  8. Write short notes on *any two* of the following : 5+5
    - (a) Service centre
    - (b) Ethnocentrism
    - (c) Non-verbal communication
    - (d) Financial statements in the retail context.
-