

00568

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

Term-End Examination

June, 2011

**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 the difference between line and staff functions ? Discuss this in light of the various types of organizational structure that company can consider. Draw an organisation structure for any big retail organization like Big Bazaar. 20

 2. Write short notes on : 10x2=20
 - (a) Benefits of planning in retailing.
 - (b) Barriers of effective planning.

 3. (a) Explain briefly the characteristics of retail organization. 10
(b) How motivation and coordination lead to employee commitment in retail organisation ? 10

4. Describe control process giving examples from the retail industry. 20
5. (a) Explain the objectives of organisation development. 10
- (b) Distinguish between organisation development and management development. 10
6. "Social responsibility is vital in the contemporary society". Do you agree ? Explain the areas of social responsibility of business. 20
7. (a) How will you measure the climate of an organisation ? 10
- (b) How will you develop sound climate in an organisation ? 10
8. Write short notes on : 5x4=20
- (a) Role of a manager in a retail outlet.
- (b) Learning organisation for retail business.
- (c) Individual versus group decision making.
- (d) Types of team.
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