

DIPLOMA IN RETAILING (DIR)

Term-End Examination

June, 2009

BRL-003 : RETAIL MANAGEMENT
PERSPECTIVES AND COMMUNICATIONS

Time : 2 hours

Maximum Marks : 50

Note : Answer any five questions. All questions carry equal marks.

1. Answer *any four* questions : 4x2½
- (a) What are the retailer's responsibilities towards the society ?
 - (b) What do you mean by democratic style of leadership ?
 - (c) What is tally ?
 - (d) What are the advantages of an e-mail ?
 - (e) What is unity of command ?
 - (f) What do you mean by strategic plan ?
2. Describe briefly Henry Fayol's principles of modern management ? 10

3. What do you mean by leadership ? Discuss the functions of leadership. 3+7
4. What are the steps of listening process? Describe the essentials of a good listener. 3+7
5. Suppose you are a manager of a Retail Organization. How can you improve the cross-cultural communication in your organization ? 10
6. Describe the positive impact of technology enabled communication for the retail organization. 10
7. Discuss the centralized and decentralized retail organization structure with the help of diagrams. 10
8. Write short notes on *any two* of the following : 5+5
 - (a) Matrix structure
 - (b) Leader traits
 - (c) Budgetary control
 - (d) Perception in a Retail Store

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