

DIPLOMA IN RETAILING (DIR)

Term-End Examination

December, 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 : 2½x4=10
- (a) What is intra-type competition ?
 - (b) What do you mean by group think ?
 - (c) Distinguish between personal accounts and real accounts.
 - (d) What is video-conferencing ?
 - (e) What do you mean by cultural differences ?
 - (f) Write three benefits of listening in a retail store.
2. Describe the steps involved in the planning process of a retail organizations. 10

3. Discuss various phases involved in the decision making process in a retail organization. 10
4. Explain the requisites of an effective control system. 10
5. How do body language and facial expressions influence the communication in the retail store ? 10
6. Discuss the determinants of employee's behaviour at the service encounter. 10
7. Why is communication important for a retail organization ? Describe various types of communication flows. 7+3=10
8. Write short notes on *any two* of the following : 5+5=10
 - (a) Functions of Retail Organization.
 - (b) Silence Communications.
 - (c) Web Conferencing.
 - (d) Financial Control.

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