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BBA RETAILING / DIR

Term-End Examination

December, 2011

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

Time : 2 hours

Maximum Marks : 50

Note : (i) Answer *any five* questions

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

1. Attempt *any four* of the following questions. $4 \times 2\frac{1}{2} = 10$
 - (a) List out different barriers to planning.
 - (b) What is decentralized organizational structure ?
 - (c) Describe the concept of team building.
 - (d) Explain the concept of budgetary control.
 - (e) What do you mean by body language ?
 - (f) Define cross cultural communication.

2. Describe different types of plans, and state the 5+5 barriers to effective planning.

3. What are the major considerations in designing a 5+5 retail organization structure ? How can a learning organization structure be built ?

4. Describe the various factors that help in creating an effective team work. 10
 5. What is meant by control in an enterprise ? 2+8
Describe any four systems of control that can be used in a retail organisation.
 6. State the importance of communication in an organization, and explain the essentials of effective oral communication. 2+8
 7. "Listening is as powerful a means of communication and Influence as to talk well." 10
Elaborate.
 8. (a) State the important determinants of customer behaviour. 5+5
(b) How does video conferencing help in a retail business ?
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