

03492

BBA RETAILING / DIR

Term-End Examination

June, 2011

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

Time : 2 hours

Maximum Marks : 50

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- Note : (i) Answer any five questions.
(ii) All questions carry equal marks (10 marks each).*
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1. Attempt *any four* of the following questions. $4 \times 2\frac{1}{2} = 10$
 - (a) Outline ethical responsibilities of a retailer.
 - (b) What is meant by organisational structure ?
 - (c) Why is rationality in decision making considered important ?
 - (d) State leadership traits.
 - (e) What are the steps involved in book keeping ?
 - (f) List any five commandments of effective communication.

2. What is meant by planning ? Describe various 2+8 phases of planning.

3. (a) Describe different functions of a retail organization. 5+5
(b) What are the features of an ideal retail organization structure ?
 4. Explain any two types of leadership styles and explain their consequences. 10
 5. (a) Outline different steps in the control cycle in relation to retailing . 5+5
(b) Explain briefly the requisites of an effective control systems.
 6. What is Tally ? Describe briefly the advantages of using Tally. 2+8
 7. Explain briefly the various barriers in achieving effective communication. 10
 8. (a) Explain directing as a function of management. 5+5
(b) Describe double entry system of accounting in the context of a retail organization.
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