

**BBA RETAILING / DIR**

**Term-End Examination**

**June, 2015**

01770

**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.*

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1. Explain Henry Fayol's principles of modern management theory. **10**
  
  2. Briefly discuss the steps in planning process that are applicable to all types of plan with minor modifications. **10**
  
  3. (a) Describe the important issues involved in designing an organisation structure. **5+5**  
(b) State the disadvantages of a group decision making process.
  
  4. Distinguish between **any two** of the following. **5+5**  
(a) Written communication and oral communication.  
(b) Video conferencing and web conferencing  
(c) Management and administration  
(d) Leaders and managers

5. Discuss the important areas to be taken care of in developing an email message. Also enlist the precautions to be taken while sending an email message. **6+4**
6. Discuss in detail the determinants of customer behaviour at service encounter. Support your answer with suitable example. **10**
7. Explain five types of listening with the help of suitable examples. **10**
8. Write short notes on **any two** of the following : **5+5**
- (a) Contextual differences influencing the communication.
  - (b) Essentials to become a good listener.
  - (c) Effect of proxemics in non-verbal communication.
  - (d) Communication barriers
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