

00482

BBA RETAILING / DIR

Term-End Examination

June, 2016

**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. State the importance of planning in a retail store, and enumerate the various steps in the planning process. **4+6**
 2. Describe the requisites of an effective control system. **10**
 3. (a) Discuss the benefits of listening. **6+4**
(b) What are the barriers of effective listening? Explain.
 4. Discuss the positive and negative impact of technology enabled communication. **10**
 5. "Transaction analysis is immensely useful to make the communication effective." In the light of the statement, discuss the application of Transaction Analysis in retail interactions. **10**

6. How do cultural differences effect communication? What measures should be taken to make cross cultural communication effective? 3+7
7. What do you mean by "Oculesics" and "Haptics"? Explain the five haptic categories given by Heslin. 4+6
8. Write short notes on any two of the following : 5+5
- (a) Media of communication
 - (b) Balance sheet format
 - (c) Leadership traits
 - (d) Line and staff structure of an organisation
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