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Register Number:

6805

Name of the Candidate:

M.B.A.(Retail Management) DEGREE EXAMINATION – 2012**(SECOND YEAR)****(PAPER-XIII)****250. CULTURE AND COMMUNICATION***December)*

Maximum: 75 Marks

*(Time: 3 Hours***SECTION-A****Answer any FIVE Questions****(5×3=15)****All questions carry equal marks**

1. What is meant by business ethics?
2. What do you mean by business culture?
3. What is the role of retail business in carrying out the social responsibility of business?
4. What is meant by government social audit?
5. What is meant by IDRA?
6. What are the promotional activities carried in retail business?
7. What are the constituents of retail business environment?
8. What is WTO? State its objectives.

SECTION-B**Answer any THREE Questions****(3×10=30)****All questions carry equal marks**

9. Explain the types of ethics in retailing.
10. Explain the role of functions of WTO.
11. Explain the role of culture in the retail market.
12. Briefly explain the content of 'International Employee Hiring'.
13. Explain the factors influencing the environment protection.

SECTION-C**Answer any ONE Question****(1×15=15)**

14. Explain the changes that occur due to cultural change and its impact on communication.
15. Explain the effects of market trend and expectations of retail market.
16. Explain the ways in which the retailing relationships can be built and sustained.

SECTION-D**COMPULSORY****(1×15=15)**

17. Explain the legal environment of retail business in detail.
