TUTOR MARKED ASSIGNMENT

Course Code	**:**	**BRL-003**
Course Title	**:**	**Retail Management Perspectives & Communication**
Assignment Code	**:**	**BRL-003/TMA/2026-27**
Coverage	**:**	**All Blocks**

Maximum Marks: 100

Attempt all the questions.

(A) Short Type Questions

1. Describe the principles of scientific management. **(10)**

2. Explain main barriers to effective planning. **(10)**

3. Explain these organizational structures: Line, Line-and-staff and Matrix. **(10)**

4. What are the major points need to be considered while developing an effective E-mail message? **(10)**

5. Explain exchange theory of communication. **(10)**

6. List some tips for effective cross cultural communication. **(10)**

7. What are the types of Active listening? Explain all of them in brief. **(10)**

(B) Essay Type Questions

8. Define leadership. Explain the different leadership styles and what are their consequences? **(15)**

9. Explain accounting concepts and conventions in detail. **(15)**

1. Describe the principles of scientific management. (10)

Answer

Scientific management is a systematic approach to improving work efficiency by observing jobs, measuring performance and selecting methods that produce good results with minimum waste. Frederick Winslow Taylor developed its main ideas during the growth of large factories. Although originally associated with manufacturing, these ideas are relevant to supermarkets, warehouses, checkout counters and e-commerce fulfilment centres. Scientific management seeks to replace arbitrary decisions with analysis, but its application must also respect employee dignity and customer service.

Science, not rule of thumb. Taylor opposed relying solely on habit, guesswork or the personal preference of a supervisor. Each task should be studied to identify the most efficient safe procedure. In retail, a manager can time the steps involved in receiving goods, checking invoices, tagging products and shelving merchandise. An improved sequence reduces unnecessary walking without compromising accuracy. Scientific standards should be revised when technology or customer needs change.

Harmony, not discord. Management and employees must regard efficient work as a common objective instead of viewing every improvement as a dispute. Clear instructions, fair treatment, open communication and a safe workplace reduce conflict. For example, a store should consult cashiers before introducing a new billing procedure. A process that raises checkout speed but leaves employees exhausted or customers confused is not genuinely successful.

Cooperation, not individualism. Both sides have responsibilities in implementing better methods. Managers provide training, suitable equipment and realistic standards; employees contribute experience and follow agreed procedures. Stockroom staff, sales associates and billing teams must coordinate replenishment schedules. Taylor favoured close cooperation rather than leaving workers and supervisors to pursue conflicting practices independently.

Development of each person to maximum efficiency and prosperity. Workers should be scientifically selected according to the requirements of the job, trained and given opportunities to develop their capabilities. A customer-service associate needs product knowledge, communication skills and complaint-resolution training, while an inventory analyst requires numerical and software skills. Proper placement reduces avoidable errors and improves motivation. Prosperity should mean benefits for workers as well as the enterprise.