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**B.Sc. FASHION MERCHANDIZING AND
RETAIL MANAGEMENT (BSCFMRM)**

Term-End Examination

December, 2012

BFW-014 : RETAIL ORGANIZATION-I

Time : 3 hours

Maximum Marks : 70

Note : Attempt any seven questions.

All questions carry equal marks.

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1. What is Organisational Behaviour ? Briefly define 10
components of individual behaviour.
 2. Explain the meaning of reference groups. What 10
are the various reference group influences ?
 3. What are the sources of power in organisations ? 10
 4. Explain any three factors that affect perception. 10
 5. Explain the theory of classical conditioning. 10
 6. Explain any three types of organisation structures. 10
 7. Discuss the limitations of Maslow's theory of 10
motivation based on 'hierarchy of needs'.

8. What are the various stage of organisational conflict ? 10
 9. Explain the tricomponent model of attitude. 10
 10. What is the role of leadership in influencing behaviour of people in organisation ? 10
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