

00922

**ADVANCED DIPLOMA IN RETAILING/BBA
IN RETAILING**

**Term-End Examination
June, 2016**

BRL-008 : HUMAN RESOURCES

Time : 2 hours

Maximum Marks : 50

Note : Attempt any five questions.

1. Define Human Resource Management. How are human resource management activities performed in a retail organisation ? 3+7
2. What do you mean by 'Job Analysis' ? Explain its components with reference to retail store. 2+8
3. What is manpower planning ? Discuss the model of manpower planning. 3+7
4. What is meant by 'Recruitment' ? Describe the external methods of recruitment. 3+7
5. What do you mean by 'Development' ? Explain its various methods in brief. 3+7

6. Define communication. What are its barriers ?
How can an organisation overcome these
barriers ? 2+2+6

 7. What is motivation ? Explain the role of manager 3+7
in motivation of employees in case of Retail.

 8. Define performance appraisal. Discuss the 3+7
modern methods of performance appraisal.
-