

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

**Term-End Examination**

**December, 2013**

**BRL-008 : HUMAN RESOURCES**

*Time : 2 hours*

*Maximum Marks : 50*

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**Note :** *Attempt any five questions. All questions carry equal marks.*

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1. Define Human Resource Management. Discuss its importance in a retail organisation. **3+7**
2. What is meant by Job design? Explain the methods of preparing a Job design. **2+8**
3. What is manpower planning? Describe the model of manpower planning. **2+8**
4. What do you mean by 'recruitment'? Critically examine the external methods of recruitment. **3+7**
5. Define 'communication'. Discuss the process of communication. **3+7**

6. Explain Herzberg's two factors theory of motivation and differentiate it from Maslow's theory of motivation. 10
7. State the objectives of performance appraisal and briefly discuss the challenges involved therein. 5+5
8. Write short notes on **any two** of the following : 5+5
- (a) Discipline
  - (b) Employee exit
  - (c) Human Resource Information System(HRIS)
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