

**BACHELOR OF BUSINESS ADMINISTRATION
(RETAIL SERVICES) (BBARS)**

Term-End Examination

December, 2012

00452

BRS-013 : RETAIL HUMAN RESOURCES

Time : 2 hours

Maximum Marks : 50

Note : *You have to attempt five questions. All questions carry equal marks.*

1. The call is for HR practitioners to play a more proactive and prominent role in order to retain the high tech skilled employees who are constantly looking for greater gains and prospects in their work. Explain and elucidate the statement with the help of a suitable example. 10
2. What do you mean by Management Development ? Explain the ways to evaluate the effectiveness of Management Development Programme. 10
3. What do you mean by job Analysis ? What are the factors that influence the factors of a job design ? 10
4. Explain the elucidate with the help of suitable example : 2x5=10
 - (a) There is an acute shortage of middle level management professionals in the Indian Retail Industry.

(b) Internal progression systems augment loyalty and boosts morale.

5. Briefly explain *any two* of the following in a retail perspectives : 2x5=10

Medical examination	Exmployee Training	Work Culture
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6. Briefly Comment on *any two* of the following : 2x5=10

- Under the present circumstances, retention and motivation of personnel has become the major concern of HR.
- If the employee of a retail company dance, sing, eat, rejoice together, the company stays together.
- Retailing is about the staff wearing clean, ironed uniforms.

7. What do you mean by Interview Process ? Explain the advantages and disadvantages of interview process. 2x5=10

8. Write short notes on *any two* of the following : 2x5=10

- Career Planning in Retail
- Recruitment Policy in Retail
- Barriers to HRP
