

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

Term-End Examination

00368

December, 2014

BFW-014 : RETAIL ORGANISATION - I

Time : 3 hours

Maximum Marks : 70

Note : Answer any *seven* questions. All questions carry equal marks.

1. What are the components of organisation culture ? "It is important for a store manager to possess knowledge of organisational behaviour." Explain the ways in which the possession of such knowledge may make a store manager more effective. 10
2. Explain the various stages of conflict. Differentiate between sacrifice and avoidance methods of resolving conflicts. 10
3. Explain the Hygiene theory of Motivation by Herzberg. Compare it with Maslow's hierarchy of needs theory. 10
4. Describe the Tri-component model of attitude. How do attitudes affect behaviour ? 10

5. Explain the meaning of reference groups. What are the various reference group influences ? 10
6. Discuss any three types of organisation structures. 10
7. What is personality ? What are the various determinants of personality ? 10
8. Write short notes on any *two* of the following : 2×5=10
- (a) Halo effect
 - (b) Stereotyping
 - (c) Leadership
 - (d) Communication
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