

**B.Sc. FASHION MERCHANDISING AND
RETAIL MANAGEMENT (BSCFMRM)****Term-End Examination****December, 2015****BFW-014 : RETAIL ORGANISATION – I***Time : 3 hours**Maximum Marks : 70*

Note : Attempt any seven questions. All questions carry equal marks.

1. What type of personality is more suited for a front-end customer executive in a retail store ? Explain with reference to 'Locus of control', 'Extraversion', 'Conscientiousness' and 'Risk-taking ability' aspects of personality. Give suitable examples to support your answer. 10

2. 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

3. What are the sources of power in an organisation ? 10

4. Explain the process of perception. What factors can affect the customer's perception of a salesperson? 6+4
 5. Discuss the theory of classical conditioning. 10
 6. Explain the limitations of Maslow's theory of motivation based on 'hierarchy of needs'. 10
 7. Describe the theory of operant conditioning. 10
 8. Define leadership. Describe the various styles of leadership. 3+7
 9. Define 'value'. Explain its various types. How does it affect human behaviour? 10
 10. Write short notes on any **two** of the following : $2 \times 5 = 10$
 - (a) Social Learning
 - (b) Conflict
 - (c) e-retailing
 - (d) Barriers of Communication
-