

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

Term-End Examination

June, 2014

00214

BFW-014 : RETAIL ORGANISATION – I

Time : 3 hours

Maximum Marks : 70

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

1. What is organisational culture ? Explain the determinants of organisational culture. 10
2. Define "Perception". Explain "Perception process". 10
3. What is personality ? What are its determinants? Which do you feel is the most important in shaping personality ? 10
4. List and describe the various ways of responding to conflicts. 10
5. Describe various issues in Organisational Behaviour in Retail industry. 10
6. What do you understand by "Motivation" ? Explain Herzberg theory of motivation with examples. 10

7. Define "Group". Discuss in detail the different types of groups. *10*
 8. Define "Leadership". Explain the various styles of leadership. *10*
 9. Is it possible to change attitudes ? What are the various ways to change attitude ? *10*
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