

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

Term-End Examination

June, 2017

00047

BFW-014 : RETAIL ORGANISATION – I

Time : 3 hours

Maximum Marks : 70

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

1. What is attitude ? How are attitudes formed ?
Explain the components of attitude. 10
2. Define Perception. Explain the various types of
shortcut methods used in observing others. 10
3. Explain the concept of learning. How does
learning lead to behaviour modification ? 10
4. Explain the Adam Equity model and its
implications for retail managers. 10
5. What is personality ? What are the advantages
and disadvantages of employing Type A and
Type B personality in a retail organization ? 10

6. Distinguish between team and group. Identify the different types of groups and explain them in detail. 10
 7. What is conflict ? Explain the stages of conflict and its impact on the behaviour of retail staff. 10
 8. What is power ? List down the sources of power. What are the uses and outcomes of power ? 10
 9. What is leadership ? Who is a leader ? Discuss the main styles of leadership. 10
 10. What are the functions of organizational culture ? Discuss the different types of cultures prevailing in various retail organizations. 10
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