

ADVANCED DIPLOMA IN
RETAILING/B.B.A. IN RETAILING

Term-End Examination

June, 2020

BRL-008 : HUMAN RESOURCES

Time : 2 Hours

Maximum Marks : 50

Note : (i) Attempt any five questions.

(ii) All questions carry equal marks.

1. What do you mean by Human Resource Management ? Discuss the objectives and core elements of Human Resource Management. 2, 4, 4
2. What are the components of Job Analysis ? Explain. 2, 8
3. Define Manpower Planning. Discuss the Manpower Planning Model with diagram. 2, 8

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4. What are the external sources of recruitment ?
Explain its merits and demerits. 2, 8
5. Discuss the steps involved in selection process
of employees in a retail organisation. 10
6. What steps are involved in development of an
executive in a retail organization ? Explain the
methods of development in brief. 5, 5
7. What is the importance of communication in a
retail organization ? Explain the steps involved
in the communication process. 5, 5
8. What are the essentials of motivation ?
Describe the role of manager in motivating the
employees of a retail organization. 5, 5
9. State the significance of performance appraisal
of employees in a retail organization. Discuss
the challenges involved in the performance
appraisal. 5, 5