

No. of Printed Pages : 2

**BRL-106**

**B. B. A. IN RETAILING  
(BBARIL)**

**Term-End Examination**

**June, 2024**

**BRL-106 : MANAGING HUMAN RESOURCES**

*Time : 3 Hours*

*Maximum Marks : 100*

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**Note : Attempt any *five* questions.**

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1. What do you understand by Manpower Planning Model ? Explain various steps involved in Manpower Planning in retail organization with suitable examples. 4+16
2. Describe the process of recruitment and explain internal and external methods of recruitment. 20
3. What is Human Resource Information System (HRIS) ? Explain various steps involved in implementation of HRIS. 5+15

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4. What is Development ? Explain the methods of development for retail employees. 5+15
5. (a) Describe the essentials for an effective motivation system. 10  
(b) Discuss the role of a manager in motivating retail employees. 10
6. Explain the traditional approach and modern approach in performance appraisal. 20
7. What do you understand by Communication ? Explain various communication barriers with suitable examples. 5+15
8. Write notes on any *two* of the following : 10+10
  - (a) Job Rotation
  - (b) Employee Retention
  - (c) Job Enrichment
  - (d) Reward system