

**BACHELOR OF BUSINESS ADMINISTRATION
(RETAIL SERVICES)
(BBARS)**

00451 **Term-End Examination**

June, 2015

BRS-013 : RETAIL HUMAN RESOURCES

Time : 3 hours

Maximum Marks : 100

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

1. HRM is a comprehensive, cost-effective HR solution for small to medium sized businesses operating in a single country. Explain and elucidate with the help of an example in a retail industry perspective. 20

2. Discuss the important role of employer – employee relationship in retail sector. Also elaborate some of its key limitations. 20

3. Efficient and effective management of “human capital” progressed to an increasingly imperative and complex process. Explain and elucidate with the help of an example. 20

4. What do you mean by recruitment ? How does the recruitment and selection in retail industry differ from conventional industry ? 20
5. Distinguish between the following : 10+10=20
- (a) Training and Learning
 - (b) Job specification and Job description
6. Explain the following acronyms : 4×5=20
- (a) eHRM
 - (b) CRM
 - (c) HRP
 - (d) OD
7. Briefly comment on any *two* of the following : 10+10=20
- (a) Human resource management function involves the recruitment, placement, evaluation, compensation and development of the employees of an organisation.
 - (b) The training module provides a system for organisations to administer and track employee training and development efforts.
 - (c) Many organisations have gone beyond the traditional functions and developed human resource management information system.

8. Write short notes on any *two* of the following : 10+10=20

- (a) Performance Record
 - (b) Employee Self-service
 - (c) Scheduling
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