

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

Term-End Examination

June, 2015

00220

BFW-021 : RETAIL ORGANISATION – II

Time : 3 hours

Maximum Marks : 70

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

1. Define Human Resource Management. Compare and contrast between Personnel Management and Human Resource Management. 10

2. What is Human Resource Planning ? It is stated that long range human resource planning is merely a wishful thinking. Do you agree with this statement ? Elaborate. 10

3. What is job specification ? How does it differ from job description ? Illustrate with examples. 10

4. Discuss the external sources of recruitment that are commonly used by the big enterprises. Also discuss the merits and demerits of external sources of recruitment. 10

5. What could be the basis of identifying the criteria for selection ? How can its validity and reliability be established ? 10
 6. What is Performance Appraisal ? What is its objective ? Describe in detail the process of performance appraisal. 10
 7. "Assessing training and development needs is one of the most important aspects in effective training and development system." Justify this statement with the help of suitable examples. 10
 8. Write a note on "Grievance handling" in Retail organizations. 10
 9. "Money cannot motivate all people in all circumstances." Give your viewpoint. 10
 10. Discuss the advantages and disadvantages of promotion policy based on merit, seniority and merit-cum-seniority. 10
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