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

Term-End Examination

December, 2011

BFW-014 : RETAIL ORGANIZATION - I

Time : 3 hours

Maximum Marks : 70

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

1. Human Behaviour is more complex than we believe. Do you agree with this ? What are the factors that add complexity to the human behaviour ? 10
2. What is personality ? Explain the big 5 model of personality with suitable examples. 10
3. Explain the Vroom's Expectancy theory of motivation with suitable examples. 10
4. Explain the three components model of attitude one of your team members has developed a negative attitude towards you. What would you do to make a change in her attitude ? 10

5. Differentiate between compromise and collaboration methods of resolving conflicts in the organisation. 10
 6. Explain with examples how the job of managing organisational behaviour is increasingly becoming difficult. 10
 7. What is Organisational Politics ? Can there be a case where organisational politics is good for an organisation ? 10
 8. What are additive, disjunctive and conjunctive tasks/activities ? Explain with examples. 10
 9. As a store manager, how can you motivate your staff to work with full Zeal in situations of pressing deadlines, extended hours of work and overwhelming crowd of customers ? 10
 10. What are the sources of power in an organisation. 10
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