

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

Term-End Examination

December, 2013

BRS-013 : RETAIL HUMAN RESOURCES

Time : 2 hours

Maximum Marks : 50

Note : *All questions carry equal marks.*

Attempt any five questions.

1. Explain Human Resource Planning. Why is human resource planning crucial to the retail industry ? 10
2. What is Job Analysis ? Explain various data collection methods used for job analysis. 10
3. What is the difference between recruitment process and selection process within the context of the retail industry ? Give appropriate examples. 10
4. Write short notes on any two : 5x2=10
 - (a) Factors affecting HRP process
 - (b) Barriers to HRP
 - (c) Weakness of Interview Process
 - (d) Functions of HR
5. Explain how would you as an HR manager plan a career in the hotel industry or retail industry, keeping in mind all the limitations. 10

6. You have been assigned the responsibility of designing a computer training programme for your supporting staff. How would you conduct an effective basic computer training program ? 10
 7. Explain the goals and significance of management development for the retail industry. 10
 8. Describe the objectives and process of Organization Development. Describe its benefits and challenges. 10
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