

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

Term-End Examination

December, 2013

BFW-014 : RETAIL ORGANIZATION-I

Time : 3 hours

Maximum Marks : 70

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- Note :** (i) Attempt *any seven* questions.
(ii) All questions carry *equal* marks.
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1. Discuss the concept and determinants of personality as a factor in organisational behaviour. **10**
2. Define leadership. Describe the various styles of leadership. **10**
3. "Beauty lies in the eyes of beholder". Discuss the statement along with the perceptual process. **10**
4. "It is remarked that attitude shapes the personality of an individual". Discuss with the help of suitable examples. **10**
5. Compare " Intrapyschic theory and self theory of personality". With the help of suitable examples. **10**
6. What are the sources of power in organisation ? Explain. **10**

7. What do you understand by organisational behaviour (O.B) ? Explain how study of O.B in contemporary times is essential. 10
8. Write short notes on **any two** of the following : 2x5=10
- (a) Social learning
 - (b) Conflict
 - (c) e-retailing
9. Define "Value". Explain its various types. How it affects human behaviour ? 10
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