

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

Term-End Examination

December, 2016

BFW-014 : RETAIL ORGANISATION – I

Time : 3 hours

Maximum Marks : 70

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

1. "A leader is developed and not born." Do you agree with the statement ? Explain with reasons. 10
2. Define the term "group". What are reasons for joining a group ? Distinguish between formal and informal groups. 10
3. What is perception ? Explain the factors that influence perception. 10
4. Define personality and explain the determinants of personality. 10
5. Identify the components and the process of influence of attitude on behaviour. Highlight the responses to job dissatisfaction. 10

6. What is power ? How is it different from authority ? Identify the common forms of power in organisations. 10
 7. Explain the McClelland's trio needs and its implications for managers. 10
 8. What is conflict ? Highlight the sources of conflict in an organisation. What are the common reactions to conflict in an organisation ? 10
 9. What is organisational culture ? Explain its elements. 10
 10. Explain individual behaviour. What is its relationship with intrinsic and extrinsic rewards ? 10
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