

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

Term-End Examination

December, 2017

00361

BFW-014 : RETAIL ORGANISATION – I

Time : 3 hours

Maximum Marks : 70

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

1. Discuss the concept and determinants of personality as a factor in organisational behaviour. 10

2. What do you understand by Organisational Behaviour (OB) ? Explain how the study of OB in contemporary times is essential. 10

3. Define Value. Explain its various types. How does it affect human behaviour ? 10

4. Explain the theory of operant conditioning. 10

5. Discuss the components of group behaviour. 10
 6. What is Organisational Culture ? Explain the determinants of organisational culture. 10
 7. Is it possible to change attitudes ? What are the various ways to change the attitude of a person ? 10
 8. What are the sources of power in an organisation ? 10
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