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BRL-106

**B. B. A. IN RETAILING
(BBARIL)**

**Term-End Examination
December, 2023**

BRL-106 : MANAGING HUMAN RESOURCES

Time : 3 Hours

Maximum Marks : 100

Note : Attempt any *five* questions.

1. What is Human Resource Management in Retailing ? Explain in detail the various activities of Human Resource Management.
4+16
2. (a) Define recruitment. Discuss the merits and demerits of recruitment. 10
(b) What is meant by selection ? Explain various steps in selection process. 10
3. (a) What is training ? Explain the various methods in training. 10
(b) Explain the factors affecting employee retention. 10

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4. (a) What is Job Analysis ? Discuss the methods of job analysis. 10
- (b) What is manpower planning ? Explain the objectives of manpower planning in retail. 10
5. What is communication ? Explain the barriers of communication. How can an organization overcome those barriers ? 4+8+8
6. What is meant by motivation ? Discuss the significance of motivation in retail employees. Give examples. 4+16
7. (a) Describe the significance and objectives of performance appraisal. 10
- (b) Explain the challenges of performance appraisal. 10
8. Write short notes on any *two* of the following : 10+10
- (a) Grievance Handling
- (b) Discipline Management
- (c) Employee Exit
- (d) Job Design

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