

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

00165

Term-End Examination

June, 2012

BFW-014 : RETAIL ORGANIZATION-I

Time : 3 hours

Maximum Marks : 70

Note : Attempt any seven questions.

All questions carries equal marks.

1. What type of personality is more suited for a front end customer executive in a retail store ? Explain with reference to Locus of control', 'Extraversion' 'conscientiousness' and 'Risk - taking' ability aspects of personality. Give examples to explain your point. **10**

2. Why do people join groups ? Explain with the help of suitable example. **10**

3. What are the components of organisation culture ? It is important for a store manager to possess knowledge of organisational behavior. Explain the ways in which the possession of such knowledge may make a store manager more effective. **10**

4. Explain the various stages of a conflict. 10
differentiate between sacrifice and avoidance
methods of resolving conflicts
5. What are the sources of power in an 10
organisation ?
6. Explain the Hygiene theory of motivation by 10
Herzberg. Compare it with maslow's 'hierarchy
of needs theory.
7. Explain the process of perception. What factors 10
can affect the customer's perception of a
salesperson ?
8. Explain the tri-component model of attitude. 10
How do attitudes affect behaviour ?
9. Analyse and Review the definition of 10
Organisational Politics.
10. Write short notes on *any two* of the following : 5+5
 - (a) Halo effect
 - (b) Communication
 - (c) Leadership.
