

**BACHELOR OF BUSINESS ADMINISTRATION
(RETAIL SERVICES) (BBARS)**

Term-End Examination

June, 2013

BRS-013 : RETAIL HUMAN RESOURCES

Time : 2 hours

Maximum Marks : 50

Note : *You have to attempt five questions. All questions carry equal marks.*

1. "The challenge for HR professionals in software industry is sheer shortage of high intellectual human capital both in numbers and skills". Explain and Elucidate the statement with the help of a suitable example. **10**
2. Explain the term Career Planning. Discuss certain merits and demerits of Career Planning. **10**
3. What do you mean by employee training ? Evaluate a training program which had been developed by retailer for their employees to enhance productivity. **10**
4. Explain and elucidate with the help of suitable examples : **5x2=10**
 - (a) "The floor staff stands on its feet for up to nine hours every day".
 - (b) "Training has to be constant, in the classroom and on the floors, on a daily basis".

5. Briefly explain *any two* of the following in a retail Perspectives : $5 \times 2 = 10$
- (a) Reference Checks
 - (b) Job analysis
 - (c) Effective Training
6. Briefly comment on *any two* of the following : $5 \times 2 = 10$
- (a) Recruitment of world class workforce and their retention is a serious challenge posed in HR industry.
 - (b) Human resources are an important asset in this food and grocery retail industry.
 - (c) Changes in consumer lifestyles, extended opening hours and the success of internet shopping are changing the face of retailing.
7. Distinguish between the followings in a retail perspectives : $5 \times 2 = 10$
- (a) Recruitment Vs Selection
 - (b) Job Analysis Vs Job design
8. Write short notes on *any two* of the following : $5 \times 2 = 10$
- (a) Assessing Training Needs
 - (b) Environment on Job design
 - (c) Medical Examination.
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