

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

Term-End Examination

June, 2013

BFW-014 : RETAIL ORGANIZATION-I

Time : 3 hours

Maximum Marks : 70

*Note : (i) Attempt **any seven** questions.*

*(ii) All questions carry **equal** marks.*

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1. What is personality ? What are the various determinants of personality ? 10
 2. Explain the various components of organisation culture. 10
 3. Explain the theory of operant conditioning. 10
 4. What is a group ? What is the difference between group and team ? Why do people join groups ? 10
 5. Define the components of group behaviour. 10
 6. Write short notes on the following : 10
 - (a) Halo effect
 - (b) Stereotyping.

7. Explain Herzberg's Hygiene theory of motivation. 10
 8. Explain any four styles of leadership. 10
 9. What are the various OB issues in retailing ? 10
 10. What are attitudes ? How can they be changed ? 10
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