

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

**Term-End Examination**

**June, 2016**

00286

**BFW-014 : RETAIL ORGANISATION – I**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. Why do people join groups ? Explain with the help of suitable examples. 10
2. Explain the various stages of a conflict. Differentiate between sacrifice and avoidance methods of resolving conflicts. 5+5
3. Explain the tri-component model of attitude. How do attitudes affect behaviour ? 6+4
4. Discuss the meaning of reference groups. What are the various reference group influences ? 3+7
5. What is the role of leadership in influencing the behaviour of people in an organisation ? 10
6. What is personality ? What are the various determinants of personality ? 3+7

7. What are attitudes ? How can they be changed ?  
Explain with suitable examples. 10
  8. Explain how the study of Organisational Behaviour (OB) is essential in contemporary times. 10
  9. Explain any three factors that affect perception. 10
  10. Write short notes on any *two* of the following :  $2 \times 5 = 10$ 
    - (a) Halo Effect
    - (b) Communication
    - (c) Stereotyping
    - (d) Brand Value.
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