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BFW-014

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

Term-End Examination

June, 2015

00064

BFW-014 : RETAIL ORGANISATION - I

Time : 3 hours

Maximum Marks : 70

Note : Answer any seven questions. All questions carry 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. Explain with the help of suitable examples. 10
2. Why do people join groups ? Explain with the help of suitable examples. 10
3. What are the sources of power in an organisation ? 10
4. Explain the process of perception. What factors can affect the customer's perception of a salesperson ? 10

5. Analyse and review the definition of organisational politics. 10
 6. What is Organisational Behaviour ? Briefly define the components of individual behaviour. 10
 7. Explain the theory of classical conditioning. 10
 8. What is the role of leadership in influencing behaviour of people in an organisation ? 10
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