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Reg. No.

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**III Semester B.Voc. Degree Examination, March - 2021**

**RETAIL MANAGEMENT**

**Human Resources in Retailing**

**CBCS (F+R) Scheme**

**Paper : 3.1**

**Time : 3 Hours**

**Maximum Marks : 70**

**Instructions to Candidates:**

Answer all sections in English only.

**SECTION - A**

1. Answer any **FIVE** of the following :

**(5×2=10)**

- a) What is HRM?
- b) What is leadership.
- c) Define communication.
- d) State two objectives of Human Relations.
- e) State two features of HRD.
- f) What is HRP?
- g) What is job design?

**SECTION - B**

Answer any **THREE** of the following :

**(3×6=18)**

2. Explain scope of HRM.
3. Briefly explain various steps in training programme.
4. Mention the purpose of wage levels and wage structures.
5. Briefly explain challenges and opportunities in globalised Era.
6. Briefly explain various sources of Recruitment.

**[P.T.O.]**



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**SECTION - C**

Answer any **THREE** of the following.

(3×14=42)

7. Explain process of HRP.
  8. Explain Advantages & disadvantages of training.
  9. Explain selection process.
  10. Discuss the Importance and Barriers of communication.
  11. Explain various motivational theories.
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