

00234

**ADVANCED DIPLOMA IN RETAILING / BBA
IN RETAILING**

Term-End Examination

December, 2011

BRL-008 : HUMAN RESOURCES

Time : 2 hours

Maximum Marks : 50

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

1. Describe the challenges of HRM in modern retail organisations. **10**

2. Explain the following concepts : **3+3+4**
 - (a) Job Rotation
 - (b) Job Enlargement
 - (c) Job Enrichment

3. Describe the model of manpower planning in the context of a large retail store. **10**

4. (a) Enumerate the steps involved in recruitment process. **5+5**
(b) Distinguish between 'recruitment' and 'selection'.

5. (a) Discuss the purposes of induction. 5+5
(b) Explain the importance of training for retail employees.
6. Explain the ten commandments of communication to make it effective. 10
7. Explain Herzberg's two factor theory of motivation. 10
8. Discuss the modern methods of performance appraisal. 10
9. (a) Describe the essentials of a sound grievance procedure. 5+5
(b) What purpose do human resource records serve ? Explain briefly.
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