

01642 **ADVANCED DIPLOMA IN RETAILING/BBA  
IN RETAILING**

**Term-End Examination**

**June, 2014**

**BRL-008 : HUMAN RESOURCES**

*Time : 2 hours*

*Maximum Marks : 50*

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**Note :** *Attempt any five questions.*

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1. What is meant by 'Human Resource Management'? Describe the challenges for HRM in modern management. 3+7
2. Define 'Job analysis'. Explain the components of job analysis with reference to a Retail store. 2+8
3. "Manpower planning is a process of estimating the future needs of manpower". Explain. 10
4. What do you mean by 'recruitment'? Discuss in detail the external methods of recruitment. 3+7
5. What is meant by 'selection'? Explain the steps involved in the selection process of employees for an organisation. 2+8

6. (a) Distinguish between 'Training and Development'. 5+5  
(b) Briefly explain the means of communication.
7. (a) State the essentials for effective motivation system. 5+5  
(b) Discuss the objectives of performance appraisal.
8. Write short notes on **any two** of the following : 5+5  
(a) Grievance  
(b) Discipline  
(c) Human Resource Information System  
(d) Barriers of communication
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