

S.D.E.

M.B.A. SEM-IV (2010 COURSE)(3 YEAR COURSE) :  
WINTER - 2017

SUBJECT: Elective- III: f) HUMAN RESOURCE  
MANAGEMENT IN RETAIL  
(Retail Management)

Day: **Thursday**  
Date: **21/12/2017**

**W-2017-4289**

Time: **02.00 P.M. TO 05.00 P.M.**  
Max Marks: 70

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**N.B:**

- 1) Answer any **FOUR** questions from Section-I and **TWO** questions From Section-II.
  - 2) Figures to the right indicate **FULL** marks.
  - 3) Answer to both the **SECTION** should be written in **SEPARATE** answer books.
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**SECTION-I**

- Q.1** What are the peculiar problems associated with Retail Management in India? **(10)**
- Q.2** Explain with examples various steps to be taken for setting up a retail business in your town. **(10)**
- Q.3** Prepare and explain Organizational Chart for a retail business, having 20 outlets in your city. **(10)**
- Q.4** Explain what are the peculiar as well as special features, which should be attended in recruitment programme for a retail business? **(10)**
- Q.5** Write short note on **ANY TWO:** **(10)**
- a) Sensitivity training
  - b) Manpower budgeting
  - c) Role play

**SECTION-II**

- Q.6** You are appointed as a HRM- consultant by a multinational organization for setting various retail outlets dealing in electronic goods. Prepare a note for your multinational organization on the design and structure for the proposed retail outlets in India. **(15)**
- Q.7** Prepare in detail training programme for a batch of new 20 MBA (Retail) candidates to be appointed as managers of retail outlets in your district. **(15)**
- Q.8** Prepare a recruitment plan for selection of a batch of 30 female candidates to be appointed as assistant managers of your various retail outlet in your town. **(15)**