

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 3534

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Unique Paper Code : **6323480008**

Name of the Paper : Personnel Management in Retail
(DSE-4)

Name of the Course : B.Voc.-Retail Management &
IT

Semester : VI

Duration : 3 Hours

Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt five out of the given questions.
3. All questions carry equal marks.

1. Define personnel management in the retail sector. Explain its significance in enhancing customer satisfaction and operational efficiency. **(9,9)**

2. What are the benefits of using employee referrals and campus recruitment in retail hiring? How can these methods improve recruitment outcomes? **(8,10)**

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3. Define training and development in the retail sector. Why is it essential for organizational growth and customer satisfaction? (9,9)
4. What are the various methods for identifying training needs in the retail workforce? How can these methods help improve employee performance? (10,8)
5. Discuss how HR and store managers can work together to foster a culture of respect, fairness, and inclusivity in retail workplaces? (18)
6. What is the impact of employee well-being programs on morale, productivity, and retention in the retail sector? (18)
7. Discuss various ethical challenges in human resource management in retail sector? How is the work-life balance of employees in retail sector affected due to unethical practices? (9,9)
8. Write short notes on the following- (6X3=18)
 - a) Learning management system (LMS)
 - b) Job analysis
 - c) Motivation types