

2022

B. Voc. (Retail Management)

Third Semester

RSC-305: Retail Store Team Management

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit. All questions carry equal marks.

X-X-X

1. Attempt any four questions from the following:

- a) Define communication and explain why it is important in a team.
- b) List the ways to refocus team's energy on achieving its purpose.
- c) What are the ways to ensure diversity of expertise, knowledge, skills and attitudes among team members?
- d) Which are the activities that can help boost team morale in a retail store?
- e) What are some behaviours that are likely to hinder progress in a team and how to correct them?
- f) Why should store team members get to know each other's strengths and weaknesses?

Unit - I

2. Explain fully the principles of effective communication and how they can be applied in retail store teams. Also discuss the importance of communication in a retail team.
3. How can you select expert and knowledgeable team members in a retail store? Why is this important?

Unit - II

4. What are the reasons to agree with team members about the behaviours that are likely to help achievement of the team's purpose? Discuss.
5. Explain in detail the ways in which you can help team members to understand their unique contribution to team purpose and contributions expected of fellow team members.

Unit - III

6. How can you create opportunities for team members to get to know each other's strengths, weaknesses and build mutual respect and trust? Why is this important?
7. What are the different ways through which open communication between team members can be encouraged? Also explain why it is important to do so.

Unit - IV

8. Explain in detail the reasons why team and individual successes should be celebrated together and why they should commiserate together when things go wrong.
9. How can a team be allowed time to develop gradually through its stages of growth? Why is this important?

X-X-X