

1128

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. I which is compulsory and selecting one question from each Unit.

x-x-x

I. Attempt any four questions from the following:-

- a) What is the importance of encouraging open communication between team members?
- b) What are the stages of growth? How are they essential?
- c) How to deal with people and manage conflicts in store teams?
- d) Explain the stages of Bruce Tuckman's team development model. (Any 2)
- e) What will be the steps in providing constructive feedback effectively?
- f) Discuss the principles of effective communication. (4x4)

UNIT - I

- II. What are the principles of effective communication? How can we apply them in retail store teams? (16)
- III. Why is it essential to select store team members with required expertise, knowledge, skills and different personalities? How can we do it? (16)

UNIT - II

- IV. How can we help team members to understand their unique contribution to team purpose? Explain in detail. (16)
- V. How can we avoid the ones hindering the progress of team purpose? Why it is essential to agree with those who are beneficial for achieving team purpose? (16)

UNIT - III

- VI. Explain the concept of Teamwork. How can we encourage team members to get to know each other? (16)
- VII. What is open communication? What is the importance of encouraging it between team members? (16)

P.T.O.

(2)

UNIT - IV

- VIII. What are the ways to refocus team's energy for achieving team purpose? (16)
- IX. How does celebrating success affect morale? What is the importance of celebrating team and individual successes together? (16)

x-x-x