

1127

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.

x-x-x

I. Write short notes on:-

- a) Diversity at workplace
- b) Importance of consensus in a team
- c) Trust and openness as important factors in team building.
- d) Importance of feedback.

(4x4)

**UNIT - I**

- II. "Communication is the key to team work." Discuss the principles of effective communication and how to apply them in light of this statement. (16)
- III. How can unity in diversity be brought in while selecting store team members in order to make teams more effective? (16)

**UNIT - II**

- IV. Highlight the importance of building positive behaviours through agreement in a team. What factors hinder team progress and how can they be avoided? (16)
- V. "Individual contribution brings in a synergistic effect in a team." How can the team members understand their contribution and complement and support each other? (16)

**UNIT - III**

- VI. What do you understand by SWOT analysis? What is its relevance in a store team? Can it improve team performance? Explain. (16)
- VII. Discuss the importance of open communication amongst team members and how to do so. (16)

P.T.O.

(2)

UNIT - IV

- VIII. Explain the various stages in team building and how can a team grow and develop through these stages.
- IX. "The team that stays together tends to last for a longer time period." Do you agree? What is the importance of celebrating success and enduring failure together? Enumerate the ways of refocusing team's energy on achieving its purpose.

x-x-x