

1058
B. Voc. (Retail Management)
4th Semester
RSC-403: Leadership in Retail

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.

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I. Attempt any four of the following: -

- (a) What is the importance of team members in setting store team objectives?
- (b) What are the various sources of power?
- (c) Compare personal power with position power.
- (d) Why coordination is necessary while working in a team?
- (e) Discuss inter-relationship between personal and team objectives.
- (f) Define inter group conflicts. (4×4)

UNIT – I

II. Define communication. Discuss the various ways of communicating effectively with members of a store team. (16)

III. How 'SMART' approach helps in setting store business objectives. (16)

UNIT – II

IV. Explain the different types of leadership. (16)

V. "Leadership is situational". In the light of this statement discuss the various theories of leadership in brief. (16)

UNIT-III

VI. What is the importance of leadership in groups and teams? (16)

VII. Discuss the various methods of motivating and supporting team members. (16)

UNIT-IV

VIII. Outline the challenges and difficulties arise within team. Discuss the various strategies to overcome these difficulties. (16)

IX. Highlight the relevance of 'innovation' and 'creativity' for effective team building. (16)

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