

2122

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. Attempt any four of the following:-

- What are the adverse effects of lack of communication in a team?
- How can you ensure that the team focuses its energy on achieving its purpose?
- Should team members get to know each other's strengths and weaknesses? Give reasons in support of your answer.
- Which are the ways to boost team morale?
- Why is it important to provide feedback to team members to enhance performance of fellow team members and team as a whole?
- Discuss briefly the behaviours that are likely to hinder progress in a team and how to correct them.

(4x4)

UNIT - I

II. Why is it important to select expert and knowledgeable team members in a retail store?
How can this be achieved? (16)

III. What are the various principles of effective communication and how to apply them in retail store teams? Also explain why communication is important in a retail team. (16)

UNIT - II

IV. What are the different ways to help team members to understand their unique contribution to team purpose and contributions expected of fellow team members? Explain fully. (16)

V. What is the importance of agreeing with team members about the behaviours that are likely to help achievement of the team's purpose? Discuss. (16)

P.T.O.

(2)

UNIT - III

- VI. Explain in detail how can you encourage open communication between team members? Also explain why it is important to do so. (16)
- VII. Write in detail about creating opportunities for team members to get to know each other's strengths, weaknesses and build mutual respect and trust. How is this important? (16)

UNIT - IV

- VIII. Discuss the various stages of growth of teams? How can a team be allowed time to develop gradually through its stages of growth? (16)
- IX. Why should team and individual successes be celebrated together and why they should commiserate together when things go wrong? Also discuss ways of refocusing team's energy on achieving its purpose. (16)

x-x-x