

2053

B. Voc. (Retail Management)

Fourth Semester

RSC-403: Leadership in Retail

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. Answer any four of the following:-

- a) What Objectives are to be followed for setting a store?
- b) Write a note on power centers.
- c) Differentiate between a Leader and a Manager.
- d) How achievements of team members be awarded?
- e) Define 'inter-group conflicts'.
- f) Types of Communication barriers amongst leader and team members. (4x5)

UNIT - I

II. What is effective communication? Discuss the ways of communicating effectively with a store team of an establishment. (15)

III. Explain SMART in detail. What is the importance of involving store team members in this process? (15)

UNIT - II

IV. Compare and contrast theories of leadership. (15)

V. Elucidate different styles of leadership. Which style is more effective in a service oriented firm? (15)

UNIT - III

VI. What is the need of motivation? What methods can a leader adopt to motivate his team members? (15)

VII. How a leader can ensure that individual achievements can be aligned with team objectives? (15)

P.T.O.

(2)

UNIT - IV

- VIII. What are the various types of difficulties and challenges which may arise within a Diverse team? How can a team leader overcome this challenge? (15)
- IX. 'Creativity and innovation go hand in hand'. How it can be developed in team members? (15)

x-x-x