

2054
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

1. Answer any four of the following:-

- (a) Difference between Manager and Leader.
- (b) Trait Theory of leadership.
- (c) Explain the role of coordination in team.
- (d) Define communication.
- (e) Compare Inter-group and Intra-group conflict.
- (f) Difference ways to manage cultural diversity among team members. (4x5)

UNIT - I

- II. Explain in detail how would you apply the SMART technique to set specific objectives for a retail store business. (15)
- III. Describe the significance of involving team members in the planning and achievement of store team objectives. (15)

UNIT - II

- IV. Discuss the autocratic, democratic and laissez -faire leadership styles in managing a retail team. Evaluate the impact of each style on employee performance. (15)
- V. Explain the relationship between power and politics in retail team environment. Analyse the ethical implications of power and politics in a retail outlet. (15)

UNIT - III

- VI. Explain the significance of aligning individual goals and their contribution towards the achievement of team objectives. (15)

P.T.O.

(2)

- VII. Discuss the various methods of motivating team members. (15)

UNIT - IV

- VIII. Discuss the difference types of challenges faced by the managers in organisation. Suggest some ways to overcome them. (15)

- IX. Highlight the relevance of creativity and innovation in team management. (15)

x-x-x