

2124

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:-

- a) How does diversity of expertise benefit a retail store team?
- b) Name some attitudes and skills essential for achieving team goals in a retail store.
- c) Why is it important to agree with team members?
- d) How does mutual respect and trust impact team dynamics?
- e) What is the purpose of giving feedback to team members?
- f) How does commiserating together during failures strengthen team cohesion?

(4x4)

UNIT - I

- II. Explain the principles of effective communication and discuss how they can be applied to retail store teams to enhance teamwork and customer service. (16)
- III. Evaluate how different personalities in a retail store team can contribute to achieving team goals and improving workplace dynamics. (16)

UNIT - II

- IV. Discuss the behaviors that support team progress and those that should be avoided to prevent hindrance. (16)
- V. Explain how team synergy is built through understanding and supporting each other's contributions. (16)

UNIT - III

- VI. How can encouraging team members to get to know each other's strengths and weaknesses foster a culture of mutual respect and trust, and why is this essential for team success? (16)
- VII. How does fostering open communication contribute to a more cohesive and high-performing team, and what steps can be taken to facilitate it effectively? (16)

P.T.O.

UNIT - IV

- VIII. Explain the significance of allowing a team to progress through the stages of forming, storming, norming, and performing. How can leaders facilitate this process effectively? (16)
- IX. Describe ways to refocus a team's energy and efforts after encountering challenges or setbacks. How can leaders realign the team with its purpose? (16)

x-x-x