

2071
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. I which is compulsory and selecting one question from each Unit.

x-x-x

I. Answer any four of the following:-

- a) What are SMART objectives for a business?
- b) Define Leadership.
- c) Why should innovation be encouraged in a team?
- d) How are team leaders and team managers different from each other?
- e) What are the various sources of power?
- f) Define 'inter-group conflicts'. (4x5)

UNIT - I

II. Define communication. Discuss the various ways of communicating effectively with a store team in an organization. (15)

III. Explain planning for the purpose of achievement of store team objectives. What is the importance of involving store team members in this process? (15)

UNIT - II

IV. Explain in detail various styles of leadership in an organization. (15)

V. Give a brief account of leadership theories. Which leadership theory is most effective? (15)

UNIT - III

VI. Discuss the various methods of motivating and supporting team members. (15)

VII. What is the importance of being able to show team members how personal work objectives contribute to achievement of team objectives? (15)

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(2)

UNIT - IV

- VIII. What are the various types of difficulties and challenges which may arise within a team? How are these challenges overcome? (15)
- IX. What is the importance of encouraging others to take lead in an organization? What are the ways in which this can be achieved? (15)

x-x-x