

2055
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. All questions carry 16 marks.

x-x-x

I. Answer any four of the following:-

- (a) Difference between management and leadership.
- (b) Discuss SMART technique in setting objectives.
- (c) Highlight the role of co-ordination while working in a team.
- (d) Why is it necessary to recognize team achievements?
- (e) Discuss cultural diversity within team members.
- (f) Difference between Inter-Group and Intra-Group conflict.

UNIT - I

- II. Explain in detail different ways of communicating effectively with members of a store team.
- III. Why is it necessary to plan the store team objectives? Highlight the importance of involving team members in this process.

UNIT - II

- IV. Explain different styles of leadership. How these leadership styles affect performance of a retail team?
- V. Compare power and politics. What are the different sources of power?

UNIT - III

- VI. Discuss the relevance of personal work objectives that contributes towards achievement of team objectives.
- VII. Explain in detail different methods for motivating and supporting team members.

UNIT - IV

- VIII. Explain different types of difficulties that arise in managing teams in organisations. List out some measures to overcome them.
- IX. Enumerate benefits of encouraging and recognising creativity and innovation within a team.

x-x-x