

2056

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 the following:

- a) What is effective communication in a retail store team?
- b) What are SMART objectives?
- c) Difference between Leader and Manager.
- d) What is conflict in a team?

(4×4)

UNIT – I

II. Explain the different ways of communicating effectively with members of a store team. (16)

III. What are SMART objectives? Explain how store managers plan and achieve team objectives with the involvement of team members. (16)

UNIT – II

IV. Discuss the different styles of leadership and their importance in retail organizations. (16)

V. Explain leadership theories and discuss the difference between leaders and managers. (16)

UNIT – III

VI. Explain the importance of leadership in groups and teams in retail organizations. (16)

VII. Discuss different methods of motivating, supporting and encouraging retail team members and recognizing their achievements. (16)

UNIT – IV

VIII. Discuss the types of conflicts and challenges that arise in retail teams and ways to resolve them. (16)

IX. Write notes on the following:

- a) Diversity and inclusion in retail teams
- b) Encouraging creativity and innovation in a team

(16)

x-x-x