

**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 Number 1 which is compulsory and selecting one question from each Unit**

- I. Attempt any four of the following short questions in 50-60 words each: -
- a) Diversity at workplace.
  - b) Importance of consensus in a team.
  - c) Importance of feedback.
  - d) Trust and openness as important factors in team building.
  - e) Principles of effective communication.
  - f) What are the stages of growth? How are they essential?

(4X4)

**UNIT-I**

- II. What are the principles of effective communication? How can we apply them in retail store teams? (16)
- III. Why is it essential to select store team members with requisite expertise, knowledge, skills and different personalities? How can we do it? (16)

**UNIT-II**

- IV. How can we help team members to understand their unique contributions to team purpose? Explain in detail. (16)
- V. Highlight the importance of building positive behaviors through agreement in a team. What factors hinder team progress and how can they be avoided? (16)

**UNIT-III**

- VI. Explain the concept of team work. How can we encourage team members to get to know each other? (16)
- VII. What is open communication? What is the importance of encouraging it between team members? (16)

(2)

**UNIT-IV**

- VIII. What are the ways to refocus team's energy for achieving team purpose? (16)
- IX. How does celebrating success affect morale? What is the importance of celebrating team and individual successes together? (16)