'समानो मन्त्रः समितिः समानी'

# UNIVERSITY OF NORTH BENGAL

B.VOC. Programme 2nd Semester Examination, 2023

## DSC22-RETAIL MANAGEMENT (2.2)

### HUMAN RESOURCE MANAGEMENT IN RETAIL BUSINESS

Time Allotted: 2 Hours          Full Marks: 60

*The figures in the margin indicate full marks.*

### GROUP-A

1. Answer any **four** questions from the following:     3×4 = 12

  (a) Distinguish between job description and job specification.    3

  (b) Write a note on HRIS.    3

  (c) Distinguish between performance appraisal and potential appraisal.    3

  (d) What do you mean by vestibule training?    3

  (e) Point out the difference between job evaluation and merit rating.    3

  (f) Name the various operative functions of HRM.    3

### GROUP-B

2. Answer any **four** questions from the following:     6×4 = 24

  (a) Differentiate between HRM and Personnel management.    6

  (b) Narrate the objectives of training.    6

  (c) State the limitations of interview.    6

  (d) Highlight the recent trends in HRM practices.    6

  (e) Discuss the roll of the HR manager in a retail outlet.    6

  (f) Explain the various methods of job evaluation.    6

### GROUP-C

3. Answer any **two** questions from the following:     12×2 = 24

  (a) Discuss the methods of training programs followed in the retail industry. Differentiate between training and development.    6+6

  (b) "HRP is becoming more and more important and complex with organisations becoming more global."— In this regard discuss the process and demand forecasting techniques of HRP.    12

  (c) "Recruitment is a positive process whereas selection is a negative one." — Elucidate the statement.    12

  (d) Define performance appraisal. Discuss the various methods of Performance appraisal.    12

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