



'সমানো মন্ত্র: সমিতি: সমানী'

**UNIVERSITY OF NORTH BENGAL**

B.VOC. Programme 2nd Semester Examination, 2022

**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: 3×4 = 12
- (a) Define human resource management.
  - (b) What is the purpose of job analysis?
  - (c) Distinguish between recruitment and selection.
  - (d) Define the term induction.
  - (e) Explain the meaning of personnel management.
  - (f) Enumerate three objectives of performance appraisal.

**GROUP-B**

2. Answer any **four** questions: 6×4 = 24
- (a) Explain the difference between training and development.
  - (b) Explain various performance management methods.
  - (c) What are the factors that affect recruitment?
  - (d) Narrate the importance of job evaluation.
  - (e) Explain the forecasting demand and supply in human resources.
  - (f) What are the consequences of the horn effect and halo effect?

**GROUP-C**

3. Answer any **two** questions: 12×2 = 24
- (a) Define recruitment and selection. Briefly discuss the different sources of recruitment.
  - (b) Explain the steps or process of selection and induction.
  - (c) Define the term interview. Discuss various types of interviews conducted by retail stores.
  - (d) Discuss the types of training program that are conducted by the retail industry.

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