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**7317**

**Register Number:**

Name of the Candidate:

**DIPLOMA EXAMINATION, 2010**  
**(RETAIL MANAGEMENT)**  
**(PAPER-IV)**

**140. RETAIL PERSONNEL MANAGEMENT**

Dec.)

(Time: 3 Hours

Maximum: 80 Marks

*Answer any FIVE questions (5×16=80)*  
*All questions carry equal marks*

1. Explain the importance of personnel management in an industrial undertaking.
2. Define personnel management. What are its functions? Explain.
3. "Leadership is the driving force which gets things done by others". Comment.
4. Briefly explain the nature of motivation in the retail personnel management.
5. Discuss the essentials of a good wage system.
6. Discuss the various measures of labour welfare in India.
7. Briefly explain the various measures of factors related to job satisfaction.
8. Brief explain significance of on the job training in retail management.
9. Define morale. How can the general level of morale be measured?
10. Examine the various methods of performance appraisal.

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