



**UNIVERSITY OF NORTH BENGAL**  
B.VOC. Programme 2nd Semester Examination, 2021

**DSC2.2-RETAIL MANAGEMENT**

**HUMAN RESOURCE MANAGEMENT IN RETAIL BUSINESS**

Full Marks: 60

**ASSIGNMENT**

*The figures in the margin indicate full marks.*

**Attempt any two Assignments**

30×2 = 60

1. (a) Define Human Resource Management (HRM) and discuss its importance in a retail organization. Also bring out the emerging “Trends and Challenges” of HRM. 4+10+6
- (b) Highlight the Differences between HRM, Personnel Management and HRD. 10
2. (a) Define Human Resource Planning (HRP). Discuss the various processes of HRP followed in large organisations. Enumerate the advantages and disadvantages of HRP. 4+10+6
- (b) Discuss briefly the various sources of recruitment. 10
3. (a) Explain the processes of Job Analysis. Highlight the point of distinction between Job Analysis and Job Description. 10+10
- (b) Discuss any two methods of assessing the performance of the employees in an organisation. 10

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