

B. B. A. IN RETAILING/ADIR

Term-End Examination

June, 2025

BRL-008 : HUMAN RESOURCES

Time : 2 Hours

Maximum Marks : 50

Note : Attempt any *five* questions. All questions carry equal marks.

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1. Define 'Human Resource Management'.
State and explain the core elements of
human resource management. 4+6
 2. Define Job Analysis. Explain the
components of job analysis. 4+6
 3. Explain the model of manpower planning.

10
 4. What is recruitment ? Explain its internal
methods. 4+6

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5. What is meant by development ? Explain the various simulation exercises used in development. 4+6
6. Explain the ERG theory of motivation with its merits. 10
7. Define Communication. Explain the importance of communication. 4+6
8. Write short notes on any *two* of the following : 5+5

- (i) Job Design
- (ii) Career Planning in Retailing
- (iii) Grievance
- (iv) HR Records

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