

Reg. No. _____ Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
THIRD TRIMESTER MBA DEGREE EXAMINATION APRIL 2018

33 HUMAN RESOURCE MANAGEMENT

Max. Marks: 60

Duration: 3 Hours

PART A

Answer all questions. Each question carries 2 marks

1. Discuss the importance of Human Resource Management.
2. Why do business organizations give importance to Employee Relations?
3. Explain the major differences between Training & Development?
4. Job Analysis is an important concept from an HR Manager's point of view. Discuss
5. What are the various sources of Recruitment?

(5x2 marks = 10 marks)

PART B

Answer any 3 questions. Each question carries 10 marks

6. Explain the different methods of training provided to employees in an organization.
7. Elaborate the main steps involved in the process of selection.
8. Contrast the traditional methods of performance appraisal with the modern methods.
9. There are various approaches in designing a Job. Explain any four.
10. a. Discuss any two methods for achieving employee participation.
b. Suggest a suitable method of Employee participation in the Indian context.

(3x10 marks = 30 marks)

PART C

Compulsory question, the question carries 20 marks

11. Customer Concepts Pvt Ltd (CCPL) is a market research organization, specializing in providing market research data to organizations since the 1980's in India. Since liberalization in 1991, the marketing research scenario has witnessed transformation. Earlier marketing was limited to advertising through print media and Television coupled with supply of goods. However competition has transformed the scenario. Organizations now seek research based evidence both in pre-decision and post decision phases. Initially, the company helped organizations in product positioning and branding. However, competition changed the dynamics and clients started moving towards global market research organizations or advertising agencies that have market research teams as well. This necessitated CCPL to restructure its operations with the following departments:

- Customer Relationship
- Branding and positioning
- Market Research
- Analytics
- Experiential Marketing

The CEO advised the HR Head to conduct a job analysis for the roles in these departments to promote role clarity and create plans to develop and groom employees to provide value added services to the customers. It was decided to provide job description

for each of the roles based on the job analysis. As a logical progression it was decided to conduct competency mapping for the existing manpower and talent acquisition to bridge the identified gaps.

- a. As a HR manager briefly explain the components of job analysis. (4)
 - b. Prepare a job description for the Head of at least two departments. (8)
 - c. Prepare Job specification for any two Heads of the above departments. (8)
- (20 marks)
