Reg No.:_____   Name:_____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

Second Semester MBA Degree Examination June 2022 (2020 scheme)

Course Code: 20MBA106

Course Name: HUMAN RESOURCE MANAGEMENT

Max. Marks: 60   Duration: 3 Hours

PART A

Answer all questions. Each question carries 2 marks   Marks

1	Differentiate HRM and Personnel Management.	(2)
2	List out the objectives of recruitment.	(2)
3	What is virtual training?	(2)
4	Define minimum wage.	(2)
5	State the concept of grievance.	(2)

PART B

Answer any 3 questions. Each question carries 10 marks

6	What is the need for job analysis? Explain the modes of collecting information for job analysis.	(10)
7	How would you forecast the employee requirements in an organization?	(10)
8	You have provided training programme to a team of ten sales executives on selling. How will you find out the effectiveness of the training programme conducted? Explain the answer through any one evaluation model.	(10)
9	Do you think compensation should be linked with performance? If yes i) Why and ii) How?	(10)
10	Outline a model grievance redressal procedure for a manufacturing company.	(10)

PART C

Compulsory question carrying 20 marks

11	Cora Enterprises Inc. of Austin, Texas, is a fast-growing software company, and provides software solutions to giant global firms to improve sales and performance. Many of its approaches to business practice are unusual, but in Cora's fast-changing and highly competitive environment, they seem to work. There is no dress code and employees make their own hours, often very long. They tend to socialize together (the average age is 26), in the office, well-stocked kitchen, company-sponsored	(20)

events and trips to places like local dance clubs and retreats in Las Vegas. Responsibility is heavy and comes early, with a "just do it now" attitude. New recruits get a few weeks of intensive training, described by participants as "military camp than business school." Information is delivered rigorously and new employees are expected to commit their expertise and vitality to everything they do. Jeff Jackson, Director of College Recruiting, admits the intense and unconventional firm is not the employer for everybody. The firm employ about 700 people. Managers know the rapid growth they seek depends on having a staff of the best people they can find, quickly trained and given broad responsibility and freedom as soon as possible. CEO Joe Johnson says, "At a software company, people are everything. Of course, the leaders at every company say, 'People are everything.' But they don't act on it." Cora makes finding the right people a company-wide mission. Recruiters actively scour college career fairs and computer science departments for talented over achievers with ambition and entrepreneurial instincts. Top managers conduct the first rounds of interviews. Employees take top recruits and their significant others out on the town when they fly into Austin for the standard, 3-day preliminary visit. A typical day might begin with grueling interviews but end with mountain biking. One year, Cora reviewed 15,000 résumés, conducted 4,000 on-campus interviews, flew 850 prospects in for interviews, and hired 262 college graduates. The cost per hire was $13,000.

Questions

a) What suggestions would you make to Cora for improving its recruiting processes?

b) Identify some of the established recruiting techniques that apparently motivate unconventional approach to attracting talent.

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