Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_



**UNIVERSITY**

(Karunya Institute of Technology & Sciences)

(Declared as Deemed-to-be University under Sec.3 of the UGC Act, 1956)

**Supplementary Examination – June – 2017**

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| **Code :** | **16MS3007** | **Duration :** | **3hrs** |
| **Sub. Name :** | **HUMAN RESOURCE MANAGEMENT** | **Max. marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

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| Q. No. | Sub Div. | Questions | Course  Outcome | Marks |
| 1. |  | Write an account on the models of HRM. | CO1 | 20 |
| (OR) | | | | |
| 2. | a. | Describe the relationship among an organization’s purpose, mission, and top management team and how this relationship affects its human resource practices. | CO2 | 15 |
| b. | What is the difference between a line manager and a staff manager, and how would a human resource manager typically be classified? | CO1 | 5 |
| 3. |  | Write a detailed note on the process of HRP and justify it as a source of information. | CO1 | 20 |
| (OR) | | | | |
| 4. |  | Describe the specific job analysis techniques in terms of the types of information generated, the degree of specificity to the job being analyzed, and relationship to the characteristics of the job or the worker. | CO2 | 20 |
| 5. |  | Give a detailed write up on the training process. | CO1 | 20 |
| (OR) | | | | |
| 6. |  | Describe the basics of the most popular rating methods that may be used in the performance appraisal process. | CO1 | 20 |
| 7. | a. | Give a figurative representation of Maslow’s Hierarchy of needs with general and organizational examples. | CO2 | 10 |
|  | b. | Write a flow chart of the integrative model of motivation. | CO2 | 10 |
| (OR) | | | | |
| 8. |  | Write an essay on e-HRM and e-HR activities. | CO1 | 20 |
| 9. |  | **Compulsory:**  Jayram, GM (Sales) is finding it difficult to decide whom to choose for the position of sales executive in the Agro Business Division (ABD) of the steel company out of the following three candidates. ABD is manufacturer of shovels, sickles, hammers pickaxes, and crowbars. The products serves the needs of agriculture, infrastructure as well as mining sectors. Recently, the company added garden tools in its product portfolio. In order to promote the garden tools, the company requires exceptional sales (executive) who will report to Jayaram.  Jayram recently interviewed Varsha who happens to be a close relative of Jayram. Since Jayaram does not want to create an impression that he promotes nepotism, based on his advice Varsha took the proper route of submitting her CV to the HR division of the company. HR processed the CV and scheduled a formal meeting with both Jayaram and the Vice President (Sales). Varsha could impress both of them with her knowledge and personality. She has worked 4 years in the Cosmetics Sales Division of a retail outlet. She has worked 4 years in the Cosmetics Sales Division of a retail outlet. A recommendation letter from her superior states that “Varsha understands the customers’ requirements extremely well and she can adapt in any situation”.The only concern from Jayaram’s side is that Varsha is extremely ambitious and she can come out as too sophisticated and arrogant for the dealers of ABD. After the interview got over, Jayaram went back to his home. He received a friend request from Varsha on facebook. Enjoying the last sip of his vodka, Jayaram accepted the request and started surfing Varsha’s profile. To his dismay, Jayaram found Varsha’s photo supporting the cause of industrialization in Singur where arable agricultural land acquisition was taking place.  Ritika is working in the AB division as a non-managerial staff since last 7 years. She is now 26 years old. She entered into the company when she was just 19 years through a policy of extending employment to employees’ wards. An agreement signed between union and management, daughter/son of retired employees is entitled for a job after they pass in a written exam followed by a personal interview to be conducted by the organization. Thus, after Rithika’s father retireed from the company, she could enter the organization. She pursued her study along with her job and completed both her graduation and MBA. Last year she got double increment as an acknowledgement towards her good work for the division. Jayram’s concern about Ritika is that she might be too shy for the job which requires aggressive selling attitude. Earlier in the company, no promotion used to take place from staff cadre to management cadre but recently it took place when Vice President of sales promoted Arnab as an officer after he completed his MBA.  Jayaram meets Abhishek in the marriage party of his colleague. Abhishek is a recent pass out from a reputed MBA institute where he specialized in Agri business. During the conversation with Abhishek, Jayaram finds him extremely bright and smart. Abhishek shares his keen interest in joining ABD.Jayram’s concern about Abhsihek is that he does not have any work experience currently. Abhishek also reveals that he has five job offers from reputed organizations like the steel company. One of the offers would expire within two days. Jayaram knows that he has to act fast. |  |  |
|  | a. | Mr.Jayaram needs to hire only one person for ABD. Give your suggestion on to him for selecting the most ideal candidate. | CO2 | 5 |
|  | b. | Give your recommendations to Mr.Jayaram for managing the internal candidate Ritika. | CO2 | 5 |
|  | c. | Give your opinion on Ritika’s promotion. Justify it. | CO2 | 5 |
|  | d. | Imagine yourself as the HR manager of the Agro Business Division of the Steel Company and write about the recruitment methods that you would have employed. | CO1 | 5 |

ALL THE BEST