

Roll No. _____



University of Petroleum & Energy Studies
School of Business
Dehradun

End Semester Examination – May 2018

Programme Name: BBA (AM)
Subject: Human Resource Management
Subject code: HRES3001

Semester : IV
M.Marks: 100
Duration: 3 Hrs

Note: All sections are compulsory.

Section – A (2x10=20 Marks)

- Q-1 Process of ascertaining future HR requirement of an organization is called _____
- Q-2 _____ is done by the organizations in case of abrupt and sudden stoppage in production process
- Q-3 _____ is the technique used to deal with long term oversupply of labour
- Q-4 _____ technique is used for manpower planning for top management position
- Q-5 A detailed written document that contains information about “what people do” in their jobs is called _____
- Q-6 _____ model of HR is based on aligning HR strategy with the business strategy
- Q-7 _____ is workers share in profits of a business
- Q-8 A tangible skill that is tested among the potential candidates in a selection process is called _____ - in human resource terminology
- Q-9 If scores obtained by the candidates are not consistent, as candidates take a selection test many times, then the selection test does not have _____
- Q-10 _____ function of HRM facilitates new joiners to socialize with the existing people in an organization

Section – B (5x4=20 Marks)

Note – Attempt any 4 questions. Each question carries 5 marks.

- Q-11 What is Human Resource Planning? Explain briefly how is it done?
- Q-12 What can be the various reasons of a wrong selection? Explain how the companies can remove errors in a selection process?
- Q-13 Compare the scenarios where internal and external recruitment is done by the organizations.
- Q-14 What is competency mapping? Explain in brief.
- Q-15 What is 360 degree appraisal? What are its advantages?

Section – C (2x15=30 Marks)

Note – Attempt any 2 questions. Each question carries 15 marks.

- Q-16 Today the economic environments have become dynamic. The demand of product and services in the market fluctuates very fast, and also customers taste and preferences change quickly.
In such a scenario the manpower requirement of the companies also changes very fast. Sometimes the manpower requirement is very high, while on other times it becomes very low. Explain what staffing techniques can the companies utilize in order to ensure that right number and kind of people are available every time they are required.
- Q-17 Training need assessment is vital step in determining the trainees and area of training in a business organization? Explain the various ways TNA. Give practical examples wherever required
- Q-18 Performance appraisal is an important function of HRM where the companies are able to identify performers to reward them, and non-performers to research the reasons of non-performance. But it has been observed that performance appraisals fail at time. Critically examine the performance appraisal process for reasons of failure and recommend corrective action

Section – D (30 Marks)

- Q-19 Go through the case given herewith and answer the questions that follow.

Case Study

You are the recruiter for Company ABC. Your company is one of the leading and most innovative organizations in the retail consumer goods industry. The Vice of Marketing (the hiring manager) of the organization just received notice that her Director of Marketing for a glove accessories product line will be leaving at the end of July, 2014.

As the recruiter, it will be your responsibility to work with the hiring manager to identify a diverse candidate pool and find a great Marketing Director. You will need to act fast because it will be critical to replace the position before the beginning of the current incumbent leaves.

To start your recruitment project, you will need to develop a recruiting strategy, as well as, a selection strategy that will facilitate a smooth and successful process. In your process, you will need to develop strong selection tools to evaluate all potential candidates. This would include, but would not be limited to, interviews, reference checks and/or tests.

Once you have established a process, you will need to execute your recruiting strategy. It will be very important to find someone who has solid experience within retail consumer goods or other consumer product industries.

As part of the recruiting project, your manager (the Director of Human Resources) has given you a job description that will aid you in finding the best people. She has also scheduled you to meet with the hiring manager to discuss your recruitment and selection plan to fill the open board positions. For that meeting, you need to come prepared to communicate and discuss the hiring process and timeline. The Director of Product Development and product development team are relying on you to find them a new leader who will have an impact on the organization!

The job description is as:-

Role Summary:

- To be responsible for developing and maintaining marketing strategies to meet agreed company objectives.
- To evaluate customer research, market conditions, competitor data and implement marketing plan alterations as needed.
- To oversees all marketing, advertising and promotional staff and activities.

Responsibilities:

- Responsible for the marketing of company products and services to the right market.
- Demonstrate technical marketing skills and company product knowledge.
- Develop an annual marketing plan in conjunction with the sales department. This should detail the year's activity to meet agreed company objectives.
- To direct marketing staff where budgets are devolved.
- To manage all aspects of print production, receipt and distribution.
- To achieve frequent, timely and positive media coverage across all available media.
- To managing the entire product line life cycle from strategic planning to tactical activities.
- To conduct market research in order to identify market requirements for current and future products.
- To develop and implement a company-wide plan to push product, working with all departments for its execution
- To analyze potential strategic partner relationships for product lines.

Questions:

- A. Define and outline the hiring process which you will communicate and use during the recruitment process. For example, how will you move candidates who meet the qualifications through the hiring process?
- B. Develop a recruiting strategy that will outline your recruiting method and the recruitment sources used to identify and recruit prospective candidates. Think about targeted companies, agencies, professional associations, Internet, etc.
- C. Develop a selection tool with a minimum of five interview questions that will help you screen potential candidates. It is recommended you should a combination of the different types of interview questions (i.e. behavioral).