

CODE: 17CE00201

MBA I Year II Semester (R17) Regular Examinations, June - 2018

HUMAN RESOURCE MANAGEMENT

Time : 3 hours

Max Marks : 60

PART-A

Answer all **five** units (05 × 10 = 50 Marks)

UNIT-I

1. (a) "Human Resource Management is a basic management to all levels and types of management". Discuss.
- (b) Explain the evolution and growth of Human Resource Management in India.

OR

2. (a) Distinguish between Personnel and Human Resource Management. Mention any three HR policies framed by organizations.
- (b) Define HRM. Give a brief description on the functions of Human Resource Management.

UNIT-II

3. (a) Exemplify the utility of job analysis in various functions of Human Resource Management.
- (b) Write short notes on (i) Job Design (ii) Job Rotation (iii) Job Evaluation.

OR

4. (a) What are the various internal and external sources of recruitment? Which of them are most suitable for a manufacturing organization?
- (b) Selection test is a device that uncovers the information about the candidate which is not known through application blank and interview. Explain.

UNIT-III

5. (a) What is a compensation plan? Discuss the factors that should be taken into consideration while formulating an effective compensation plan.
- (b) "Money cannot motivate all people under all circumstances". Discuss.

OR

6. (a) Bring out the principles and objectives of Compensation Management.
- (b) Write an essay on executive compensation packages offered to executives and list their advantages and limitations.

UNIT-IV

7. (a) What is Management Development? How is it different from other training programs? Justify.
- (b) List out the problems of performance evaluation. Suggest measures to overcome the problems.

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OR

8. (a) Give a description about various on-the-job and off-the-job training methods and their advantages and disadvantages.
(b) Explain the stages involved in career development.

UNIT-V

9. (a) "Work-life balance is an important component of HRM". Discuss.
(b) Explain the major functions and benefits of Quality Circles.

OR

10. (a) Discuss the merits and demerits of outsourcing human resources.
(b) What is Kaizen in management? Explain its importance.

PART-B

Compulsory Question. (01 × 10 = 10 Marks)

11. Case Study:

In "Remedies pharmaceutical company" manufacturing and marketing drugs and medicines, the research staff has developed a number of new products and formulations which are effective. But at the same time it has to meet severe competition from stalwarts with foreign collaboration. Mr. Shah, the Vice President Marketing has a very successful pharma marketing background. He has been with the company for the past 4 years. Mr. Shah had made ambitious plans for capturing sizeable share of market in the Gujarat State. The company being medium sized, Mr. Shah had kept his marketing department and the marketing team lean and trim. The field sales staff were given aggressive targets and virtually pushed to reach the respective targets. The field staff worked to their best abilities to compete their respective targets. Mr. Shah had himself been working hard almost 11- 12 hours a day.

There was no formal appraisal and reward system in the company. During last 5 years more than 60 Medical Representatives and the Area Supervisors had left the company due to unsatisfactory increments and promotions. Those who left the company were star workers. But Mr. Shah did not care for this high turnover. He was over confident that he would be able to hire freshers and also select candidates who were not happy with their remuneration in their respective company. Mr. Shah had never communicated to the field sales staff about their performance or reasons for not recognizing their outstanding performance in a few cases. There was on the whole a great dissatisfaction and good performers were leaving the company.

Questions:

- a) What do you perceive as the basic problem in the pharma company?
b) What are the steps you will take serially to correct the situation?
c) In the event of your suggesting a Performance Appraisal System
(i) How will you decide a suitable system of appraisal?
(ii) Will your system include merit, rewards and promotions?

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