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**Question Paper Code : 15042**

M.B.A. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2016.

Second Semester

BA 7204 — HUMAN RESOURCE MANAGEMENT

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. List any two barriers of strategic HRM.
2. Write a short note on Human Resource Accounting.
3. List the steps involved in Human Resource planning process.
4. What is recruitment?
5. What do you mean by retraining?
6. List any two principles of executive development.
7. What do you mean by career counselling?
8. What is moon lightning?
9. What is internal mobility?
10. Define outplacement.

PART B — (5 × 13 = 65 marks)

11. (a) Discuss the functions of human resource management.

Or

- (b) Explain the methods of valuation of human resources and also explain the controlling cost of human resources.

12. (a) Discuss the guidelines and problems for Human Resource Planning.

Or

- (b) Explain the various techniques of recruitment.

13. (a) Explain the steps involved in designing a training programme.

Or

- (b) Discuss the methods and techniques of executive development.

14. (a) Explain career development in detail.

Or

- (b) Explain the Maslow's need hierarchy theory and Herzberg's motivation hygiene theory of motivation.

15. (a) Discuss the control measures of Absenteeism.

Or

- (b) Explain the different redressal methods.

PART C — (1 × 15 = 15 marks)

16. (a) Hiring a Team of seven for Johnson & Johnson's New HR model.

The challenge

Johnson & Johnson embarked on a new HR transformation journey across the globe and as part of the new HR model, there would be a recruitment specialist group in each country across three key sectors.

This aim of this new model was to increase and enhance synergies in the way the company attracts new talent and explore methods of increasing both the hiring manager and candidate experience as well as building on the employer brand.

The implementation across the UK took six months, harmonizing best practice and policy across the three sectors and all of the operating businesses. This process included identifying, attracting and employing externally a brand new team of seven UK based recruitment professionals to start within three months.

After reaching out to Hudson in reading Johnson & Johnson decided to partner with Hudson HR who understood the project requirements, timelines and desired candidate personality. Even though Johnson & Johnson were looking for experienced professionals, it was equally important to hire people who would be a great fit for the company, looking to build careers within the organisations and who would bring fun and new ideas to the table. Suggest approaches to meet the requirement.

Or

- (b) A leading manufacturing and marketing company with its operations in several parts of India and offices spread all over the country employs more than 20,000 people. About 30 percent of the employees belong to the executive cadre occupying various managerial and other administrative positions in different functional areas such as manufacturing, marketing and finance, IT and human resource management.

Recently the company has taken a decision to revamp the organization and management policies with the specific objective of making it a performance driven and professionally managed organization.

If you were hired as HR consultant by the company to incorporate latest developments in the area of Human Resource Management, explain the important policies and procedures which will you suggest to the company for implementation. Illustrate your answer with the help of suitable theoretical concepts and empirical examples.