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**PRESIDENCY UNIVERSITY**

**Bengaluru**

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| **Ph.D. Course Work End Term Examinations – JAN-FEB 2025** |
| **Date:** 31- 01- 2025 **Time:** 09:30 am – 12:30 pm |

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| **School:** SOC | **Program:** Ph.D. | |
| **Course Code:** COM831 | **Course Name:** Digital Human Resource Management | |
| **Semester**: | **Max Marks**: 100 | **Weightage**: 50% |

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| --- | --- | --- | --- | --- | --- |
| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **30** | **50** | **20** |  |  |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Answer ALL the Questions. Each question carries 10 marks. 6Q x 10M=60Marks** | | | | |
| **1** | Why is digital HRM crucial in today's business? Provide examples. | **10 Marks** | **L2** | **CO1** |
| **2** | What are the key differences between traditional HRM and HCM? | **10 Marks** | **L2** | **CO1** |
| **3** | What challenges do FMCG and IT sectors face in adopting E-HRM? | **10 Marks** | **L1** | **CO1** |
| **4** | What challenges do FMCG and IT sectors face in adopting E-HRM? | **10 Marks** | **L2** | **CO2** |
| **5** | What is a typical e-recruiting process? | **10 Marks** | **L2** | **CO2** |
| **6** | What challenges arise in implementing e-recruiting? | **10 Marks** | **L1** | **CO2** |

**Part B**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Answer the Questions. Each question carries 20 marks 2Q x 20 = 40 Marks** | | | | | |
| **7.** |  | How does e-recruiting align with and support an organization’s strategic goals? | **20 Marks** | **L2** | **CO3** |
|  | | | | | |
| **8.** |  | What are the key advantages and challenges of online recruitment? | **20 Marks** | **L2** | **CO2** |

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