

Roll No																			
---------	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--



**PRESIDENCY UNIVERSITY
BENGALURU
SCHOOL OF MANAGEMENT**

MAKE UP - EXAMINATION

Semester: 2022-2023
Course Code: BBA 2003
Course Name: Human Resource Management
Program & Sem: : BBA & II Sem

Date: 23rd JAN, 2023
Time: 9.30 AM to 12.30 PM
Max Marks: 100
Weightage: 50 %

Instructions:

(i) Read the all questions carefully and answer accordingly.

Part A [Memory Recall Questions]

Answer all the Questions. Each Question carries 2 marks.

(10Qx 2M= 20M)

- executives take a full part in the strategic planning process.
(CO No 1; Knowledge)
A) Training and development
B) Human Resource
C) Quality control
D) Production.
- “HRM is concerned with the most effective use of people to achieve organizational and individual goals. It is the -----, so that they give their best to the organization”.
(CO No 1; Knowledge)
A) Way of managing people at work
B) Way of designing organization
C) Way of designing jobs
D) Way of designing structure.
- To improve productivity, physical, social and psychological needs of workers must be met. As Mayo and others stated, money is less a factor in determining output, than group standards, group incentives and security. Identify the concept.
(CO No 1; Knowledge)
A) The Factor of Production Concept
B) The Goodwill Concept
C) The Humanitarian Concept
D) The Paternalistic concept
- the process of describing duties, responsibilities and operations of the job.
(CO No 1; Knowledge)
A) Job analysis B) Job design C) Job description D) Job specification
- Relationships in employment are normally divided into two parts — (CO No 2; Comprehension)
A) Managerial relations and labour relations.
B) HR and employee relations
C) Organization and HR relations
D) All the above
- According to Edwin B. Flippo, “----- is a process of searching for prospective employees and stimulating and encouraging them to apply for jobs in an organisation.” (CO No 3; Comprehension)
A) Recruitment B) Induction C) Training D) Selection

13. Initially, the director of administration at Austin technologies recommended that a selection of managers complete a standard Internet-based training program provided by an online training organization. Managers who completed the online training would receive a certificate of achievement. Based on input from the HR manager, however, it was decided that a custom-designed program would be more appropriate because it would better meet managers' needs. A custom-designed program would also allow the school to relate the training back to their new performance management system and provide flexibility in the program's delivery. Now the director decided to perform the training need analysis and you are requested to assist him in performing TNA. **(CO No 4; Comprehension)**

14. The review policy at future group states employees can expect a mid-year review at six months in addition to an annual review on the employment anniversary date of the employee. The employee would also be given a copy of the completed review. At present, there isn't a review policy in place for the first 30, 60 or 90 days of employment, this will be allowed for however, for future reviews and is included in recommendations. HR likes to know the possible errors of Performance appraisal in order to overcome those. **(CO No 5; Comprehension)**

Part C [Problem Solving Questions]

Answer all the Questions. Each Question carries 20 marks.

(2Qx 20M=40M)

15. Harsha and Franklin both of them are postgraduates in management under different streams from the same B-School. Both of them are close to each other from the college days itself and the same friendship is continuing in the organization too as they are placed in the same company, Hy-tech technology solutions. Harsha placed in the HR department as employee counsellor and Franklin in the finance department as a key finance executive. As per the grade is concerned both are at the same level but when responsibility is concerned Franklin is holding more responsibility being in core finance.

By nature, Harsha is friendly in nature and ready to help the needy. Franklin is silent in nature ready to help if approached personally and always a bit egoistic in nature. They have successfully completed 4 years in the organization. And management is very much satisfied with both of them as they are equally talented and constant performers.

Harsha felt that now a day's Franklin is not like as he uses to be in the past. She noticed some behavioural changes with him. During general conversations, she feels that Franklin is taunting her that she is famous among the employees in the organization, on the other hand, he is not even recognized by fellow employees.

One morning Mr. Mehta General Manager Hy-tech technology solutions shocked while going through the mail received from Franklin about his resignation. Mr. Mehta called Harsha immediately and discussed the same as she is close to Franklin. By hearing the news Harsha got stunned and said that she does not know this before she also revealed here current experience with him. Mr. Mehta who does not want to lose both of them promised her that he will handle this and he won't allow Franklin to resign.

In the afternoon Mr. Metha took Franklin to Canteen to make him comfortable after some general discussion he starts on the issue. Franklin, after some hesitation, opened his thinking in front of Mr. Mehta. The problem of Franklin is

1) when he comes alone to canteen the people from others don't even recognize him but if he accompanied by Harsha he gets well treated by others.

2) one day Both of them entered the company together the security in the gate wished them but the next day when he came alone the same security did not do so.

3) Even in meetings held in the office, the points raised by Harsha will get more value so many times he keeps silent in the meeting. It happens to Franklin that he has to face such degradation in each day of work which totally disturbs him. Franklin also questioned that " Harsha and myself have the same qualification, from the same institute, passed out in the same year both with first class. We have the same number of experiences in this organization. Moreover, the responsibilities with me are more valuable than those of Harsha. After all these things if I am been ignored or unrecognized by the fellow employees my ego does not allow me to continue here".By listening to this statement Mr.Metha felt that it is not going to be very difficult to stop his resignation. Mr. Mehta explained Franklin the reasons for such partial behaviour of the employees.

After listening to Mr. Mehta Franklin said sorry for his reaction and ready to take back his resignation. And he called Harsha and spoke with like before.

Question A. Find the reason that Mr. Mehta would have given to Franklin. (20 Marks)

16. Google Inc., the world's largest and most popular search engine company, is also one of the most sought-after companies in the world. Due to the popularity of the company caused by its highly attractive compensation and benefits packages for its employees, millions of job applications are constantly received by Google on an annual basis. While other companies envy Google for attracting and acquiring such highly talented and highly skilled individuals from all over the world, the company finds it as a serious cause of dilemma. When Google Inc. topped the ranks for the most popular companies in the world, it could no longer contain the number of applications it receives from thousands of job hunters from all over the globe. And since the company aims to hire only the best employees that fit the organizational culture and standards of Google, the company started thinking of ways to better improve its recruitment and selection process for its would-be employees. In an article released in New York Times in 2007, Google Inc shared its non-traditional, highly creative and unconventional approach of selecting and hiring employees. Initially, the Google management sought the aid of its highly competent and well-skilled technical staff in order to find ways to quickly go through and review the millions of applications it stored in its recruitment database.

The secret to be selected as a Google employee is that one has to think a lot like an "engineer". Apparently, Google expects their employees to be highly quantitative and highly analytical as well as highly capable of dealing with too many data all at the same time. During the interviews, an applicant must also be able to demonstrate his skill or capacity by writing codes, intelligently analyzing case studies and brain teasers and solving algorithmic problems on the spot. Also, Google is searching for applicants who are highly practical and are capable of making something out of nothing that people can make use of.

(CO No 3; Application)

Questions: A. Develop the job description and job specification for the for the recruitment process. (10Marks)

B. Discuss the Google's strategy in attracting more candidates for selection process. (10Marks)