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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

**Make-Up Examinations, July 2024**

**Semester**: II

**Course Code**: BBA2003

**Course Name**: Human Resources Management

**Program** : BBA

**Date**: 03//07/2024

**Time**: 09.30am to 12.30pm

**Max Marks**: 100

**Weightage**: 50%

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Question paper consists of three parts.*
3. *Scientific and Non Programable Calculators are Permitted.*
4. *Do not write any information on the question paper other than roll number.*

**Part A**

**Answer any FIVE Questions. (5 Q x 2 M = 10 M)**

1. Describe the role of an HR manager. (C.O.1) [Comprehension]

2. Identify two challenges faced by HR managers. (C.O. 1) [Knowledge]

3. Describe the importance of human resources planning. (C.O.2) [Comprehension]

4. Define recruitment (C.O.3) [Knowledge]

5. Identify two types of off-the-job training (C.O. 4) [Knowledge]

6. Describe the significance of training aids in employee training. (C.O. 4) [Comprehension

7. Describe the purpose of performance appraisal (C.O. 2) [Comprehension]

**Part B**

**Answer any FIVE Questions. (5 Q x 10 M = 50 M)**

8. Describe the evolution of Human Resource Management (HRM) from its origins to its current form. (C.O. 1) [Comprehension]

9. Compare the traditional HRM functions with the strategic HRM approach and highlight their differences. (C.O. 1) [Comprehension]

10. Explain the process involved in human resources planning and its importance to an organization. (C.O.2) [Comprehension]

11. Differentiate between job enrichment and job enlargement and describe how each approach impacts employee motivation. (C.O. 2) [Comprehension]

12. Describe the process of recruitment and explain the factors that can affect recruitment efforts. (C.O. 3) [Comprehension]

13. Describe the process of training need analysis and explain its significance in developing effective training programs. (C.O. 4) [Comprehension] 14. Explain the process of performance appraisal and its role in improving employee performance. (C.O..5) [Comprehension]

**Part C**

**Answer any TWO Questions. (2 Q x 20 M = 40 M)**

15. Google has been renowned for its innovative HR practices, which are closely aligned with its strategic goals. Despite this, the company has faced challenges in maintaining high employee engagement and retention in recent years.

Question:

Illustrate how Google can further implement strategic HRM practices to address issues of employee engagement and retention. Provide specific examples of changes that could be made to improve these areas, such as enhancing work-life balance initiatives or offering career development opportunities. (C.O.1) [Application]

16. Amazon is known for its rapid growth and large-scale hiring processes. However, the company has faced challenges in attracting and retaining top talent, particularly for technical positions.

Question:

Describe the steps Amazon should take to improve its recruitment process. Include a discussion on the use of e-recruitment and other modern recruitment techniques, such as leveraging social media platforms and AI-driven recruitment tools, to attract and select the best candidates (C.O.3) [Application]

17. General Electric (GE) has historically used a traditional performance appraisal system but has recently shifted to a more continuous feedback model. However, some employees still feel that the new system lacks transparency and fairness.

Question:

Explain how GE can refine its performance appraisal system to address employee concerns. Discuss the methods and technologies, such as using continuous performance management software and 360-degree feedback tools, that can be used to make the appraisal process more transparent and effective. (C.O.5) [Application]