



PRESIDENCY UNIVERSITY,  
BENGALURU

SCHOOL OF MANAGEMENT

MID TERM EXAMINATION

Odd Semester: 2018-19

Course Code: HRM 304

Course Name: Talent Management

Branch & Sem: MBA III Sem

Date: 26 October 2018

Time: 2 Hours

Max Marks: 40

Weightage: 20%

**Instructions:**

- (i) *All parts of the questions are compulsory*

**Part A**

Answer **all** the Questions. **Each** question carries **three** marks. (4x3=12)

1. What is meant by cultivating super keepers?
2. Differentiate between career planning and succession planning?
3. What is behavioral bench marking?
4. What do you understand by role specific competency modelling?

**Part B**

Answer **all** the Questions. **Each** question carries **eight** marks. (2x8=16)

5. Why is it important to have a talent strategy for organizations? How do they develop the talent in the organization?
6. What are the five stages of culture change? How is it linked to talent management?

**Part C**

Answer the Question. Question carries **twelve** marks. (1x12=12)

Global Sys has conceded that attrition rates at the company, which has an employee strength of over 1.6 lakh employees, has touched worrisome levels.

- "At 18.7 per cent, compared to 16.3 per cent for the year-ago period, this metric is at an all-time high, and has touched —uncomfortable levels," said the former CEO of the company. The employee attrition today was a bigger concern for the company now.

- Even as high attrition rates continue to haunt Global Sys, the country's second-largest IT services firm is confident of bringing it down to 12-14% in the next two quarters as it gets back to the growth trajectory. The Bangalore-based firm has witnessed steady exits, especially of senior level executives, in the last one and half years.
- The attrition level grew higher to 20.1% in the July-September 2014 quarter as compared to 19.5% in the April-June 2016 quarter and 17.3% in quarter last fiscal.
- In comparison, TCS had reported an attrition rate of 12%, while that at Wipro (IT services) and HCL Services stood at about 16% and 15%, respectively, in the April-June 2016 quarter (last 12 month basis). These companies are scheduled to announce their financial results for July-September 2016 quarter later this month.

7. Design a Talent Management Model for the company to address these issues?

8. What are the key components of an integrated talent management plan?



Roll No.

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**END TERM FINAL EXAMINATION**

**Odd Semester:** 2018-19

**Course Code:** HRM304

**Course Name:** Talent Management

**Programme & Sem:** MBA & III Sem

**Date:** 31 December 2018

**Time:** 3 Hours

**Max Marks:** 80

**Weightage:** 40%

**Instructions:**

(i) **Answer all the questions.**

**Part A**

Answer **all** the Questions. **Each** question carries **five** marks.

(4Qx5M=20)

1. What are the four types of collaboration to incorporate a culture of excellence?
2. What are the different approaches in talent information system?
3. How do organizations use recruitment as a strategy to manage talent?
4. Do you think line managers play a critical role in talent planning- Elucidate

**Part B**

Answer **all** the Questions. **Each** question carries **ten** marks.

(3Qx10M=30)

5. Creativity and Innovation is important for crafting a culture of managing talent- Substantiate this statement with examples.
6. Illustrate with examples a Workforce Planning Maturity Model?
7. What are the frameworks for engaging top talent in building a sustainable enterprise?

**Part C**

Answer **both** the Questions. **Each** question carries **fifteen** marks.

(2Qx15M=30)

8. SAMSON is part of the AUMUND Group and since 1966 has been recognised as one of the leading manufacturers of bulk handling equipment around the world. The business is dedicated to providing the most comprehensive range of mobile solutions for bulk materials handling across a number of different industries and sectors.  
In 2017 the business carried out a review that focused on infrastructure, teams and the development of new equipment. An outcome of that review was a decision to relocate the engineering team to Germany and Bristol. The company was keen to provide support to any employees who would not be relocating so that they had the best chance of securing alternative roles either internally or externally.

- a) Review the role of Outplacement in the Business and in managing talent?
  - b) Outline an outplacement talent strategy plan based on the best practices followed by the organizations?
9. You are an HR manager who have been assigned to systemize the talent pool for a workforce spread across 3 different parts of the globe. Develop a Talent Management Information System for your company