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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

**SUMMER TERM END TERM Examinations**, **August 2024**

**Winter Semester**: 2023 - 24

**Course Code**: BBA2003/ MGT 122

**Course Name**: HUMAN RESOURCE MANAGEMENT

**Program & Sem**: BBA

**Date**: 09 /08 / 2024

**Time**:9.30am-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.Write two supporting functions of HRM with suitable examples.

(C.O.1) (Comprehension)

2. List out the functions of HRM (C.O.2) (Comprehension)  
3. . List the modern sources and processes in recruitment (C.O.3) (Knowledge)

4. Mention two goals of training. (C.O.1) (Knowledge)

5. Define job design. (C.O.4) (Knowledge)

6. What are the types of training? (C.O.5) (Knowledge)

7.Define performance appraisal. (C.O.3) (Knowledge)

Part B

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

8. What is recruitment? Explain sources of recruitment (Internal & External)

(C.O.No.1) [Comprehension]

9. Brief on meaning and benefits of human Resource planning

(C.O.No.3) [Knowledge]

10. Discuss the current trend and factors influencing the future of HRM with examples

(C.O.No.4) [Comprehension]

11. “Human resource management is a proactive approach and personnel management is a relative approach to perform the same set of function related to managing human resource”- Do you agree with this statement. (C.O.No.4) [Comprehension]

12. Explain the role of HR professional in human resource planning process in organizations

(C.O.No.4) [Comprehension]

13. Discuss the process involved in Selection. How does it differ from recruitment? Briefly explain the methods of Selection. (C.O.No.4) [Comprehension]

14. Explain the concept of performance appraisal and its objectives. (C.O.No.4) [Comprehension]

Part C

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

15. Marico’s HR Initiatives for a Future-Ready Workplace’ deals with Marico’s efforts to become a ‘digital consumer company’ with specific reference to its HR initiatives and HR automation programs. Marico launched a diverse set of projects addressing each of its departments and functions since 2014. The key project initiated was ‘Project PRIME’ (Process Rationalization for Information Management and Excellence) in 2015 that focused on process rationalization and information management. The digital transformation efforts of this project also involved the HR function.  
Automation in HR processes was initiated through the use of Membrain – a SuccessFactors based platform – as well as ‘Workplace’ – a Facebook tool, which enabled greater connect and collaboration. Chatbots were also introduced to help streamline and ensure real-time communications across the company. These HR initiatives resulted in the company winning quite a few awards. In 2019, Marico secured the 21st rank in the Great Place to Work – Best Large Workplaces in Asia list. It was ranked No. 8 in the Manufacturing industry in the 2018 Great Place to Work Study. (C.O.No.1) [APPLICATION]

a Explain the role of HR in modern organizations like Marico. [20M ]

(20 Marks) (C.O.No.2) [Comprehension]

16 Silver moon Hotels have been run by the Wadia family since the 1940s. Wadia Group, through its subsidiary companies is also into travel and tourism, event management, and marketing services. Dina Wadia is the present Chief Executive. Her only son and heir apparent, 18 years old Shiraj Wadia recently died in an air crash. Dina has now decided that her successor would be someone outside of her family. As the CEO's position was always held by family members there has been neither internal competition nor grooming of other managers at Silvermoon Hotels for the CEO spot resulting in a deficiency of internal candidates. With the support of the Board, Dina has hired an external firm to lead the search process for her successor, which would consider candidates both inside and outside the company.

Questions If you are the external firm consultant, how would you approach the selection of the nonfamily CEO?

(20 Marks) (C.O.No.3) [Comprehension]

17. Recruitment is understood as the process of searching for and obtaining applicants for jobs, from among whom the rights people can be selected. Theoretically, recruitment process is said to end with QUESTION BANK 2019 M Page 4 the receipt of applications, in practice the activity extends to the screening of applications so as to eliminate those who are not qualified for the job Recruitment refers to the process of receipt of applications from job seekers. In reality, the term is used to describe the entire process of employee hiring. These are recruitment boards for railways, banks and other organization

Q) Explain in detail the general purpose of recruitment?

Q) Explain factors governing Recruitment?

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