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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

**SUMMER TERM END TERM EXAMINATIONS, AUGUST 2024**

**Winter Semester**: 2023 - 24

**Course Code**: BBA 3014

**Course Name**: HUMAN RESOURCE DEVELOPMENT

**Program & Sem**: BBA

**Date**: 09 / 08 / 2024

**Time**: 09.30am-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 HRD (C.O.2) (Comprehension)  
3. . List the three types of TNA Analyses . (C.O.1) (Knowledge)

4. What do you mean by Linguistic learners? (C.O.3) (Knowledge)

5. Mention two criteria for evaluation process related to organizational policy

(C.O.4) (Knowledge)

6. MentionThree features of learning (C.O.5) (Knowledge)

7. Define *Informal learning.*  (C.O.2) (Knowledge)

Part B

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

8. Discuss various major types of adult learning styles. (C.O.No.1) [Comprehension]

9. Briefly explain about various barriers to learning. (C.O.No.3) [Knowledge]

10. Briefly Explain how hr can create to help ethical environment

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

11.Discuss various Principles of Diversity Management with vivid examples.

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

12. Examine various Techniques for Managing Diversity. (C.O.No3) [Comprehension]

13.Throw light in detail about Behaviourist theories of learning. . (C.O.No.3) [Comprehension]

14. Briefly explain about various *factors that influence effective communication*. (C.O.No.3) [Comprehension]

Part C

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

15. Training and development is costly. It is necessary for any successful organization but it adds to the costs of the organization, and anything which adds to costs must be justified. Successful organizations survive by being cost-effective. Successful Human Resource Development (HRD) professionals supply cost-effective training and development.

Q) Briefly explain about ‘cost-effective training and development’.

Q) How do we determine costs and benefits? (20 Marks) (C.O.No.2) [Comprehension]

16. “Training Evaluation acts as a check to ensure that the training is able to fill the competency gaps within the organization in a cost-effective way “Briefly explain about the benefits of training evaluation with vivid example of an IT Company.

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

17. 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 Membrane – 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 ]

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