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Register No. :

Name of the Candidate :

M.B.A. DEGREE EXAMINATION, 2011
(CUSTOMER RELATIONSHIP MANAGEMENT)
FIRST YEAR
(PAPER-VI)

160. HUMAN RESOURCE MANAGEMENT

December)
Hours

(Time: 3

Maximum: 75 Marks

SECTION – A

(5×3=15)

Answer any FIVE questions
All questions carry equal marks

1. a) What are human resource strategies?
- b) List down the factors influencing performance appraisal.
- c) Mention the objectives of transfer.
- d) Give a brief note on executive compensation plan.
- e) What are the different psychological tests used for recruitment?
- f) Define Job Analysis.
- g) What is Job Evaluation?
- h) Define Job Rotation.
- i) Bring out the types of training.
- j) Write about quality of work life.

SECTION – B

(3×10=30)

Answer any THREE questions
All questions carry equal marks

2. Trace the evolution of Human Resource Management. Discuss the strategic and political perspectives of HRM.

3. Why is human resource planning important? Discuss the process of human resource planning.
4. Discuss the competency approach to job analysis. Briefly describe any two methods of competency mapping.
5. How does a company identify need for training and select a training method?
6. Describe the challenges of wage administration in modern organisation.

SECTION – C

(1×15=15)

Answer any ONE question

7. Discuss the importance of Appraisal process.
8. Enunciate the various fringe benefits permitted to employees in India.
9. Explain methods of job evaluation.

SECTION – D

(1×15=15)

Compulsory

Mr. Ramachandran is the Chief Executive of ABC Limited. Recently, it was decided by the Board of Directors that it would be profitable for the corporation to set up a separate Marketing Department. Mr. Ramachandran has been directed to pick up a person who he feels is capable of heading the department and then putting this person in charge of getting the department on its feet. After considering a number of good men Mr. Ramachandran has narrowed the field down to two possible choices: Rajesh Mehta and Pramod Kumar.

Rajesh Mehta has a good track record with the company. He was hired eight years ago, and through the years he has shown a good deal of drive and initiative in all of his endeavours. He is an aggressive young man, and has received the nickname of 'go-getter' in his department. Although Mehta seems to be more concerned at times with ends rather than means, 'he is very efficient and is considered a good leader by those who work under him. As one worker stated. "Although he can get rough with you at times, you always know where you stand with him, and when you have done a good job, he lets you know it." Mehta is also credited with accepting full responsibility, in all cases, and making quick decisions when action is called for.

Pramod Kumar has been with the company for eleven years. He is well liked

by all in his department and his work is first rate. Kumar's leadership style differs from Mehta's in that Kumar is not as aggressive and quick to act as Mehta. Before

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Kumar makes a decision, he generally consults others who he feels can contribute further information on a given subject. This often includes those who work under him. Those who work under Kumar consider him a good leader, and state that the atmosphere of participation produced by Kumar really encourages their utmost individual output while on the job. This can be seen by the production increase which soon occurred when Kumar became the head of his work force.

Questions

- a) If you were Mr. Ramchandran whom would you select as the head of the Marketing Department why?
- b) Will you give any weightage to the length of service in the organization? If yes, why?

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