

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 3 – EXAMINATION – SUMMER 2019**Subject Code: 3539289****Date: 06/05/2019****Subject Name: Talent Management****Time: 02:30 PM To 05:30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

| | Marks |
|--|--------------|
| Q.1 Explain the following: (2 marks each) | 14 |
| (a) Talent | |
| (b) Job Analysis | |
| (c) Talent Audit | |
| (d) Career Management | |
| (e) Talent Acquisition | |
| (f) Recruitment | |
| (g) Succession Planning | |
| Q.2 (a) What is Talent management? Write its importance and objectives. | 07 |
| (b) Explain Job Analysis in the context of information collection, questionnaire, interviews. | 07 |
| OR | |
| Q.2 (b) What is the difference between Recruitment and Selection? | 07 |
| Q.3 (a) What are the different methods of performance appraisal and why is it required? | 07 |
| (b) Describe the process of talent management with an example? | 07 |
| OR | |
| Q.3 (a) What is employee engagement? What are its strategies to retain talent? | 07 |
| Q.3 (b) What are the issues and challenges in the talent management area? | |
| Q.4 (a) Explain the sources of attracting talent in the competitive world including the e-recruitment? | |
| Q.4 (b) How to retain employees using the different reward systems? | 07 |
| OR | |
| Q.4 (a) Explain with the help of Job Description the types of interviews and which one you will select for the post of a Sales Manager? | |
| Q.4 (b) What is Human resource planning and how is it done? | |

Q.5

Mr. Rakesh was promoted as the manager with mixed feelings. He was proud of having his work being recognized but he had some doubts as to how he would like the new work. He was earlier a PRO, With Delhi Development Authority it involved regular contact with general public, recoveries and processing their complaints, meetings with the press and image building. It was a high profile job involving lot of media and publicity. As the PRO, he could build a good picture of DDA in the minds of general public through advertisements, press conferences, television coverage highlighting the achievements of DDA in developing and constructing residential and commercial properties. His new job was a desk job working with files relating to the applicants registered for various housing projects coming up in the north Delhi area named "Rohini Scheme".

Rakesh missed the routine of his old office and the people he had worked with. He now had a private office with air conditioner and carpet. But he felt incomplete. He thought he did not have the team to go ahead. When he submitted the first report of "Rohini Scheme" to his director he got some changes. The Director was a nice human being, he suggested Rakesh that, "We all need to learn our new work". The more Rakesh thought about it he wanted to go to the old office. But he hesitated as he would be considered misfit and disqualified for any promotion in the future.

- (a) If you were Rakesh How would you deal with the situation? **07**
- (b) Could this situation be avoided all together? **07**

Or

- Q.5**
- (a) If you were the Director how would you deal with Rakesh? **07**
 - (b) If talent acquisition is important is the retention difficult? Explain in context of this case. **07**
