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Total No. of Pages : 03

Total No. of Questions : 15

MBA (2016 to 2017) (Sem.-3)**MANPOWER PLANNING**

Subject Code : MBA-964

M.Code : 70757

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A contains SIX questions carrying FIVE marks each and students has to attempt any FOUR questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying EIGHT marks.

SECTION-A

1. How are the objectives set up in organizations?
2. What is Job Analysis?
3. What do you mean by screening of applications?
4. What is advertising for recruitment?
5. What influences the decision making for selection?
6. How is recruitment linked with other HRM systems?

SECTION-B**UNIT-I**

7. Differentiate between Job Description and Job Specification? How is job analysis helpful in manpower planning process?
8. Write a detailed essay on various types of employment giving suitable examples.



UNIT-II

9. Discuss the recruitment process in detail explaining the issues and challenges involved in the process.
10. What are psychometric tests? Explain its various uses.

UNIT-III

11. How are interviews conducted for selection process in organizations? What special consideration should be kept in mind while organizing selection interviews?
12. Explain the special features of managerial selection giving special reference to succession planning.

UNIT-IV

13. What do you mean by Expatriates? Explain various approaches as to how Expatriates are selected.
14. Write a detailed note on the ethical issues in Recruitment and Selection.

SECTION-C

15. **Case Study :**

The Corporate Branding Challenge in Recruitment :

Each year the top business management schools in India go for the annual campus placement exercise. Large and small corporate organizations visit the business school campuses and conduct a variety of selection processes including tests, group activities, assessment centers and interviews. Companies are categorized on the basis of several factors like salary offered, nature of the job, location offered and functional area among others. Each of the top business schools are visited by 100-120 companies during this exercise. Companies vie for the early slots in the placement season because this allows them to access the top performing students. However, getting the first slot in the placement season is not very easy, as some companies have found out, much to their discomfort. In addition to the factors mentioned earlier, one critical issue is the image of the company among students on the campus. It is not uncommon for some of the high-performing organizations to go back without even a single offer acceptance because of the image of the company or the perceptions about the job are unfavourable. For instance, companies that offer industrial marketing job profiles are often allotted slots late

in the placement season because the students do not prefer these jobs. In one such incident, a large industrial marketing company that is based in South India failed to get offer acceptances from students of various students of IIMs for three years in succession and finally decided that they would no longer participate in the campus placement process of the institutes. The company now prefers other recruitment sources like employee referrals and job consultants.

Companies have now resorted to corporate branding exercises specifically among the student fraternity on campus. Some of India's largest FMCG companies regularly conduct case study contests and other competitive events well before the onset of the placement season. This strategy serves twin purposes for the organization. Not only does it provide them opportunities to build their brand among potential employees but also serves as a pre-selection mechanism. A large logistics management company in India has even started offering a course on logistics management in association with the business school faculty. Clearly, the battle for talent is only going to get tougher as more and more companies vie for limited talent available in the job market.

Questions :

- a. Corporate organizations spend a lot of time and money in campus placements. What are the specific risks and expected benefits of adopting campus placement as a preferred source of recruitment?
- b. What sort of brand building exercises would you suggest for a heavy engineering firm that plans to participate in campus placements of a business school for filling in positions of management trainees?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.