



PG – 928

**IV Semester M.B.A. Degree Examination, July 2016
(CBCS)**

MANAGEMENT

4.4.1 : Strategic Human Resource Management

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer any five questions. Each carries 5 marks.

(5x5=25)

1. What are the advantages of strategic HR planning ?
2. How are business strategy and HR strategy linked ?
3. What are the different strategies applied for effective recruitment and selection ?
4. Distinguish between strategic HR and traditional HR.
5. What are the HR issues in Outsourcing ?
6. List the barriers to Strategic HR.
7. Discuss the strategic options in organizational restructuring.

SECTION – B

Answer any three questions. Each question carries 10 marks.

(3x10=30)

8. Discuss the strategies for maximizing HR productivity.
9. Examine the role of strategic HR in Mergers and Acquisitions.
10. Discuss the strategic responses of organizations to changing environment.
11. Describe HRM in knowledge economy.

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SECTION – C

Case Study : Compulsory.

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Hindustan Teleprompters LTD (HTL) was initially set up to manufacture electromechanical Teleprompters and associated accessories in technical collaboration with an Italian company by name Olivetti. But within a few years, indigenization was completed. The company was the only company in India, which was manufacturing Teleprompters and was supplying to the department of telecommunications. During the first ten years of operations, the company made reasonable profits and built up fair amount of reserves and surplus. In the nineties, the company looked for avenues of diversification as the demand for Teleprompters had become stagnant. Export markets were not the answer as the electronic Teleprompters had already entered into the scene. The company had decided to go in for the manufacture of electric typewriters. It was to be an indigenous machine based on in-house research. The management hoped to sell it at a modest price of Rs. 5,000. But the project failed. In 2002, the entire market had changed and the other companies came with electronic type writers and the HTL was not in a position to sell its products. In addition, the requirements for Teleprompters whether electro mechanical or electronic has dwindled due to the introduction of fax machines on telephone lines and customers are not interested in telex machines.

Questions :

- Comment on the company's strategic decision in going for electric type writers; and
- Discuss the areas of strategic decision where the company has failed.