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Register Number

Name of the Candidate:

6878**M.B.A. DEGREE EXAMINATION, May 2015****(MARKETING MANAGEMENT)****(FIRST YEAR)****130: HUMAN RESOURCE MANAGEMENT**

(Common with M.B.A Financial Management)

Time: Three hours

Maximum:75 marks

SECTION-A**(5×3=15)****Answer any FIVE questions**

1. What are the problems of HRM?
2. Define Selection Policy.
3. What is Job Evaluation?
4. Define Job Specification.
5. What is sensitivity training?
6. State the reasons for transfer.
7. What do you mean by employee services?
8. Define QWL.

SECTION- B**(3×10=30)****Answer any THREE questions**

9. Discuss the influence of external and internal environmental factors of HRM.
10. Give an account of various recruitment practices in India.
11. Explain the steps in Job Analysis.
12. "Training programmes are helpful to avoid Personnel obsolescence"-Discuss.
13. Discuss various executive compensation plans.

SECTION- C**(1×15=15)****Answer any ONE question**

14. "Performance appraisal is not merely for appraisal but is for accomplishment and improvement of performance"- Discuss.
15. "Given the increase in the cost of fringe benefits, there are no longer as fringe"- Discuss.
16. Can training be evaluated? Why? How?

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SECTION- D**(1×15=15)****(Compulsory)**

17. A manufacturing company is encountering difficulty in its job analysis programme. A new personnel manager who joined less than a year ago, began the programme by asking employees to fill out a questionnaire. When answers came in he asked supervisors to comment. Some supervisions insisted that employees were not actually doing all they claimed. In some cases supervisions admitted that employees were doing what they claimed but said that they should not be doing some of the tasks.

The new personnel manager now finds himself faced with a difficult problem. He intended only to find out what each job involved. Now he is being asked to settle arguments as to what should be expected of jobholders and even more difficult, what to do about employees who insist they have been expected to do more than their supervisor think they are doing. How should the personnel manager resolve the differences?

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