

Total No. of Pages : 3

Register Number :

6878

Name of the Candidate :

M.B.A. DEGREE EXAMINATION MAY 2014.

(MARKETING MANAGEMENT)

(FIRST YEAR)

130 — HUMAN RESOURCE MANAGEMENT

(Common with M.B.A. (FM))

Time : Three hours

Maximum : 75 marks

SECTION A

Answer any FIVE questions.

(5 × 3 = 15)

All questions carry equal marks.

1. What is human resource management?
2. List the modern sources and processes in recruitment.
3. What are the benefits of job rotation to the employer and employee.
4. What are the three basic inputs for training?
5. Name some separation technique.
6. What is negative discipline?
7. What is fair wage?
8. How to make quality of circles effective?

SECTION B

Answer any THREE questions.

(3 × 10 = 30)

All questions carry equal marks.

9. Explain the role of HR Manager in current scenario of Globalization with specific reference to their Duties and responsibilities.
10. Why is human resource planning important? Discuss the process of human resource planning.
11. Discuss the different techniques of job evaluation.

12. Elaborate how the Training and Development activities in organization improve organization's effectiveness.
13. What are the criteria in compensation? Discuss the compensation policy in IT enabled services?
14. "Performance appraisal is not merely for appraisal but is for accomplishment and improvement of performance", Discuss.

SECTION C

Answer any ONE question.

(1 × 15 = 15)

15. Trace the evolution of Human Resource Management. Discuss the strategic and political perspectives of HRM.
16. Explain the relationship between Human Resource Management and Total Quality management for organisational effectiveness.
17. Discuss the basis of Promotion. What should be elements in a sound promotion policy.

SECTION D

(Compulsory)

(1 × 15 = 15)

18. In a pharma company manufacturing and marketing drugs and medicines, the research staff has developed a number of new products and formulations which are effective. But at the same time it has to meet severe competition from stalwarts with foreign collaboration. Mr. Shah, the Vice President Marketing has a very successful Pharma Marketing background. He has been with the company for the past four years. Mr. Shah had made ambitious plans for capturing sizeable share of market in the Gujarat State. The company being medium sized, Mr. Shah had kept his marketing department and the marketing team lean and trim. The field sales staff was given aggressive targets and were virtually pushed to reach the respective targets. The field staff worked to their best abilities to compete their respective targets. Mr. Shah had himself been working hard almost 11- 12 hours a day.

There was no formal appraisal and reward system in the company. During last five years more than 60 Medical Representatives and the Area Supervisors had left the company due to unsatisfactory increments and promotions. Those who left the company were star workers. But Mr. Shah did not care for this high turnover. He was over confident that he would be able to hire freshers and also select candidates who were not happy with their remuneration in their respective company. Mr. Shah had never communicated to the field sales staff about their performance or reasons for not recognizing their outstanding performance in a few cases. There was on the whole a great dissatisfaction and good performers were leaving the company.

Questions:

- (a) What are the steps you will take serially to correct the situation?
 - (b) In the event of your suggesting a Performance Appraisal System
 - (i) How will you decide a suitable system of appraisal?
 - (ii) Will your system include merit, rewards and promotions?
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