

Code No: MB163G/R16

MBA III Semester Regular Examinations, Nov-2017

**STRATEGIC HUMAN RESOURCE MANAGEMENT****Time: 3 Hours****Max. Marks: 60**

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*Answer Any FIVE Questions  
All Questions Carry Equal Marks  
Question No. 8 is Compulsory*

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| 1. a | Explain the significance and need of SHRM in today's world.                               | 6M |
| b    | Discuss the different types of HR strategies.   | 6M |
| 2. a | Explain the various activities relating to strategic human resource planning.             | 6M |
| b    | What are the different strategic planning models?   | 6M |
| 3. a | Discuss the objectives, benefits and levels of strategic planning.                        | 6M |
| b    | Describe the various HR strategies for improving organizational effectiveness.            | 6M |
| 4. a | What factors influencing the retention of employees in individual and organization level. | 6M |
| b    | Elaborate the implementation of HR strategies.  | 6M |
| 5. a | Comment on "implementation of HR strategies can enhance organizational performance".      | 6M |
| b    | Explain the various steps in implementation of HRD programs.                              | 6M |
| 6. a | Elaborate the HR strategies for Human Resources Development.                              | 6M |
| b    | Discuss the various training and development HR strategies.                               | 6M |
| 7. a | Discuss about the strategic contribution of emerging areas in HR.                         | 6M |
| b    | Explain the various techniques of human resource evaluation.                              | 6M |

**Code No: MB163G/R16****8. Case Study:****12M**

Sri Ram Ltd. is a 150-year American Company, but it is not the company it was even a few years ago. Until recently, Sri Ram Ltd. focused on producing electrical products. Today, the firm has diversified in to software, engineering and services, and is also global with over 4,000 employees working in 19 countries. In other words, Sri Ram Ltd. became a world leader by pursuing a corporate strategy that emphasized diversifying into high-tech products and services and doing so on a global basis.

With a corporate strategy like that, HRM plays an important role at Sri Ram Ltd. sophisticated engineering and services require more focus on employee selection, training and compensation than in the average firm, and globalization requires delivering these services globally. Sri Ram Ltd. sums up the basic themes of its HR strategy in several points. These include:

- (i) A living company is a learning company
- (ii) Global teamwork is the key to developing and using all the potential of the firms HR.
- (iii) A climate of mutual respect is the basis of all relationships within the company and with the society.

Required:

- a) Identify four strategically relevant HR system policies and activities that Sri Ram Ltd., has instituted to realize the basic themes of its HR strategy.
- b) Based on the information in this case, outline the principle steps to the process of the HR strategy development.
- c) What role does HRM as a strategic function play in helping Sri Ram Ltd. achieve its strategic aims.
- d) Explain three HR strategies you would use for improving commitment of Sri Ram Ltd. employees.

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