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MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION: DECEMBER- 2024
SEMESTER - II
Sub.: Human Resource Management (MBA203)

Date : 24/12/2024
Total Marks : 60
Time: 2.00pm to 4.30pm

Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

Q. 1. Write Short notes on (Any Three) (15)

1. Importance of Recruitment
2. Job enrichment strategies
3. Performance appraisal process
4. Methods of Performance Appraisal
5. Features of HRM

Q. 2. Answer in detail (Any One) (10)

1. What is a Voluntary Retirement Scheme (VRS), and what advantages does it offer to employees and organizations alike?
2. What is Human Resource Planning, and how does it contribute to aligning an organization's workforce with its strategic goals?

Q. 3. Answer in detail (Any One) (10)

1. What are the key stages and components of the recruitment process in organizations, and how do they play a role in ensuring effective talent acquisition?
2. What is job enrichment, and how does it enhance employee motivation and performance within an organization?

Q. 4. Answer in detail (Any One) (10)

1. Why is reference check an essential part of the selection process, and what advantages do they provide to organizations?
2. How does a 360-degree appraisal process work, and what benefits does it offer to both employees and organizations?

Q. 5. Case study (15)

A mid-sized marketing agency, "CreativeEdge," has been struggling to fill a key role for a Digital Marketing Manager. Despite posting the job on multiple platforms and conducting interviews with several candidates, they have not been able to find the right fit for the position. The candidates they've interviewed either lack the required experience or don't align well with the company's culture. The HR team is concerned that they are not reaching the right talent pool and that the selection process may not be rigorous enough.

Questions:

1. Is there a problem with job description?
 2. Is the company targeting the right job boards, social media platforms, or professional networks? What new strategy can be applied here?
 3. Title the case.
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