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MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION: DECEMBER - 2024
SEMESTER - III
Sub.: Performance Management (MHRM 305)

Date : 16/12/2024	Total Marks : 60	Time: 10.00am to 12.30pm
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Instructions: 1) All questions are compulsory.
2) Figures to the right indicate full marks.

- Q. 1. Write Short notes on (Any Three) (15)**
1. Differentiate between Performance Appraisal and Performance Management.
 2. Performance appraisal methods
 3. Benefits of Performance Appraisal
 4. Scope and objectives of Performance management
 5. Best Practices for Performance Management
- Q. 2. Answer in detail (Any One) (10)**
1. What are the various Performance management strategies?
 2. How does a company's corporate culture influence employee engagement, productivity, and overall organizational success?
- Q. 3. Answer in detail (Any One) (10)**
1. How can an effective performance appraisal process contribute to employee development, motivation, and alignment with organizational goals?
 2. What are some common pitfalls in performance management, and how can organizations avoid them to ensure fair and effective evaluations?
- Q. 4. Answer in detail (Any One) (10)**
1. What are the key components of an effective performance management system?
 2. How can organizations ensure that performance management processes are fair and transparent?
- Q. 5. Case study (15)**

Imagine a mid-sized marketing firm, **CreativeSpark**, where employees have become increasingly dissatisfied with the current performance appraisal system. The existing process is largely based on an annual review where managers rate employees on a scale, but there's little opportunity for ongoing feedback or discussion. Employees feel the system is outdated, with ratings often being subjective and not reflective of their day-to-day performance. Furthermore, there is a lack of clarity on how performance is linked to career progression, salary increases, or promotions.

As a result, employee morale is low, and there's a growing sense of disengagement. Many employees feel their contributions aren't recognized, and the one-time feedback they receive is too vague or delayed to be actionable. To address these concerns, the employees request a change to a more continuous, transparent, and feedback-driven performance management system—one that includes regular check-ins, clear goal-setting, and more opportunities for two-way communication with managers.

They believe such a system would provide them with clearer expectations, a sense of

progress, and greater motivation to improve their performance.

Questions :

1. What are the main issues employees at CreativeSpark face with the current performance appraisal system, and how do these impact morale and engagement?
 2. How could CreativeSpark redesign its performance management system to incorporate more frequent feedback and clearer career progression pathways?
 3. In what ways can continuous feedback and regular check-ins help address employee dissatisfaction and improve performance at CreativeSpark?
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