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MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION: MAY - 2025
SEMESTER - IV
Sub.: Talent Acquisition & Retention (MHRM406)

Date : 22/05/2025	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. Steps of Talent Management process
2. Role of re-skilling and up-skilling in talent Management
3. Risks of poor talent management practices
4. Financial consequences of losing top talent
5. Responsibilities of a talent management officer

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

1. Do you agree that wellness and work-life balance initiatives contribute to retention? Justify your answer.
2. How can companies use social media and digital platforms for talent acquisition?

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

1. How does the loss of high performers affect an organization's productivity and morale?
2. Throw some light on few of the most effective employee retention strategies? How can flexible work arrangements improve employee retention?

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

1. How is technology, such as AI and automation, shaping modern talent acquisition?
2. In what ways does talent management help in workforce planning and succession planning?

Q. 5. Case study (15)

Precision Gears Ltd., a leading manufacturing company specializing in industrial machinery parts, recently set up a large production plant in a remote industrial zone, approximately 45 kilometers away from the city. The location was chosen for its low land cost and proximity to raw material suppliers. However, shortly after operations began, the HR department started facing serious challenges in recruitment.

Despite offering attractive salaries and benefits, the company struggled to hire skilled and experienced professionals. Candidates, especially those with strong technical backgrounds, were reluctant to accept job offers after learning about the plant's distant location. Many cited long commute times, lack of nearby schools and healthcare facilities, poor public transport, and absence of basic urban amenities as major deterrents.

Even the existing employees began to express dissatisfaction. Some staff members who initially accepted the commute on a trial basis started requesting transfers or resigning altogether. Attendance and punctuality began to decline, and overall morale dropped. Internal surveys revealed that a significant portion of the workforce felt disconnected from city life and were unwilling to relocate permanently to the remote area.

This situation began affecting the company's productivity and project timelines. Important roles remained vacant for weeks, and the quality of new hires suffered due to

limited candidate interest. Department heads raised concerns that the lack of qualified staff could impact product quality and delay client deliveries, potentially harming the company's reputation.

It became clear to management that unless the issue of location was addressed proactively, the company would continue to face high attrition, recruitment failures, and declining performance. The HR department was tasked with finding practical and sustainable solutions to make the company more appealing to both current and potential employees, despite its remote location.

Questions :

1. What are the primary reasons employees and potential candidates are unwilling to work at the current location, and how significantly does the distance from the city influence their decision?
 2. What support systems (transport, housing, facilities) can be introduced or improved to make the remote location more accessible and attractive for current and future employees?
 3. How is the current location-related dissatisfaction impacting employee retention, productivity, and recruitment success, and what measurable changes can be implemented to mitigate these effects?
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