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P.E.S. College of Engineering, Mandya - 571 401

(An Autonomous Institution affiliated to VTU, Belagavi)

Third Semester, Master of Business Administration (MBA)

Semester End Examination; February / March - 2022

Strategic Human Resource Management

Time: 3 hrs

Max. Marks: 100

Note: Answer all **FOUR** full questions from **PART - A** and **PART - B** (Case Study) is compulsory.

PART - A

- 1 a. What is SHRM? Discuss in brief the role of HR towards retrenchment strategies. 10
 b. Examine the importance of SHRM in the contemporary world. 10

OR

- 2 a. Discuss the HR issues and challenges related to technology. 10
 b. Illustrate how the internet has changed the way companies recruit? Enumerate the advantages and disadvantages of e-recruitment. 10
- 3 a. Explain the role of HR during organizational turnaround. 10
 b. Define work-life balance and explain its impact on achieving productivity. 10

OR

- 4 a. Explain in detail recruitment strategies. 10
 b. Explain due techniques used to retain due quality workforce of the organization. 10
- 5 a. Explain the different compensation strategies. 10
 b. How profit sharing is different from gain sharing. 10

OR

- 6 a. Explain the executive compensation and its types. 10
 b. How rewarding and recognizing employees on time will boost the morale of an organization. 10
- 7 a. Discuss the strategic HR issues of expatriates. 10
 b. Define Training and Development. Explain the management development programs in detail. 10

OR

- 8 a. Describe how HR is managed in different regions of the world? 10
 b. What is retrenchment? Explain employee leasing in detail. 10

Contd... 2

PART - B (Case Study Compulsory)

9. The cost of making bad decisions when selecting new employees is leading employers of all sizes to review their selection processes.

Some smaller companies have taken specific steps to improve their selection practices. ENTKIDS a firm that develops computer games requires applicants to go through an audition process. The purpose of the audition is to ensure that applicants understand the culture of the firm and what is required to succeed.

Applicants for jobs using writing skills sometimes complete 50 page written exercises. Prior to being hired, even the HR director had to complete a take home HR test for 15 hrs, in order to make sure he could handle the work demands and expectations of senior managers at ENTKIDS. Another company City Garage, a Calicut based auto service chain with 200 employees selection traditionally was handled by individual store managers who conducted paper and pencil test and conducted one interview resulting with high turnover rates made it clear that a new selection process is needed. Therefore the firm changed the process of selection.

-10 minute on-line test (Personality test)

- Interviews (Conflicts, lack of patience etc.)

Finally, those applicants still considered go through interviews with all levels of managers. Even though this costly and time consuming, the result is low turnover and few problems with new employees.

- a. Discuss the advantages of the selection process used in these two firms. 10
- b. Explain the process of recruitment in detail. 10

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