



RF-4296

M. B. A. (Sem. - II) (FT & EVE.) Examination
April / May - 2010
Human Resource Management
(New Course)

Time : 3 Hours]

[Total Marks : 100

Instructions :

(1)

नीचे दृष्टावेक निशानीवाणी विगतो उत्तरवही पर अवश्य कभवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="text" value="M. B. A. (SEM. - 2) (FT & EVE.)"/>	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="text" value="HUMAN RESOURCE MANAGEMENT"/>	<input type="text"/>
Subject Code No. : <input type="text" value="4"/> <input type="text" value="2"/> <input type="text" value="9"/> <input type="text" value="6"/>	Section No. (1, 2,.....) : <input type="text" value="NIL"/>
Student's Signature	

- (2) Answers should be legible, logical, relevant and to the point.
(3) Attempt all the questions.

- 1 'HRM is concerned with integration - getting all the members of the organisation involved and working together with a sense of common purpose'. -- Discuss, in detail, this statement explaining the meaning and features of Human Resource Management. **16**

OR

- 1 Explain, in detail, various methods of Job Design. **16**
- 2 'Human resource managers, realised that they can no more perform their job in a vacuum due to vibrant impact of environmental factors on human resources'. - Discuss, in detail, this statement explaining the impact of internal and external environmental factors on the human resource management. **16**

OR

- 2 Explain, in detail, all the necessary steps to be followed by an organisation in the process of recruitment and selection of the employees. **16**

- 3 Write short notes on any two of the following : 18
- (a) Career Planning
 - (b) Succession Planning
 - (c) Industrial relations.
- 4 Write short notes on any two of the following : 16
- (a) Trade Unions
 - (b) Industrial disputes
 - (c) Human Resource Planning.
- 5 Explain, in detail, the ethical issues involved in human resource management. 16

OR

- 5 Discuss, in detail, various methods/techniques available for training workers. 16
- 6 'HR managers perform varied roles to accomplish outstanding results; - Discuss in detail, this statement considering various roles performed by Human Resource Managers. 18

OR

- 6 Case Study : 18

Analyze the following case and answer the questions at the end of the case :

DEF Ltd. is a pharma company. Its R&D department has developed a number of new products of formulations which are effective. But at the same time it has to meet severe competition from other pharma companies having foreign collaborations. Mr. Shah, the Vice President Marketing has a very successful Pharma Marketing background. He has been with the company for the past 4 years. Mr. Shah has made ambitious plans for capturing sizeable share of the

market in Gujarat State. The company being medium sized, Mr. Shah has kept his marketing department and the marketing team lean and trim. The field sales personnel are given aggressive targets and are virtually pushed to reach the respective targets. The field himself has been working hard almost 11-12 hours a day.

During the period of last 5 years more than 60 Medical Representatives and the Area Supervisors had left the company due to unsatisfactory increments and promotions. Those who left the company were star workers. But Mr. Shah does not care for this high turnover. He is over-confident that he will be able to hire freshers and also select candidates who are not happy with their remuneration in their respective company in pharma sector. Mr. Shah has never communicated to the field sales personnel but their performance or reasons for not recognizing their outstanding performance in a few cases. There is on the whole a great dissatisfaction and the good performers are leaving the company.

Questions :

- (a) How will a proper 'Performance Appraisal System' help in this case? Explain your response.
- (b) Briefly discuss the process of Performance Appraisal to be followed.
- (c) Suggest and briefly explain any two Performance Appraisal methods appropriate in this case.
