

MBAC 2003/MBLC 1004

M.B.A. DEGREE EXAMINATION,
DECEMBER 2014/JANUARY 2015.

Second Semester

General/Marketing/Finance/IB/HRM/RM/Tourism

HUMAN RESOURCE MANAGEMENT

(2012-13 batch onwards)

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. What is HRM? Describe its objectives.
2. Write the differences between HRM and Personnel Management.
3. What are the factors governing the recruitment policy?
4. What are the steps of the selection process?
5. Explain the significance of training.

6. What is promotion? What are the types of promotion?

7. What is Morale? What are the determinants of Morale?

8. What is collective bargaining? What are the benefits of collective bargaining?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. Describe the functions of HRM.
10. Explain the sources of recruitment.
11. Describe the types of psychological test.
12. Explain the methods of training.
13. Explain the various types of transfer.
14. What is Motivation? What are the types of motivations?
15. Explain the functions of Trade union.
16. Write about workers participation in management.

PART C — (1 × 20 = 20 marks)

17. Compulsory.

Britannia kicked off its repositioning exercise in 1997 when it changed its logo and corporate slogan to transform itself from a bakery business to a food business. Subsequently, as part of its diversification plans, it entered the dairy business. But, it has yet to create a dent in this field and is not able to compete with Amul.

Write your views and suggestions.