



K23P 1445

Reg. No. :

Name :

III Semester M.Com. Degree (CBSS – Reg./Supple./Imp.)
Examination, October 2023
(2020 Admission Onwards)
COM3C15 : HUMAN RESOURCE MANAGEMENT

Time : 3 Hours

Max. Marks : 60

SECTION – A

Answer **any four** questions in this Section.**Each** question carries **1** mark for Part (a), **3** marks for Part (b) and **5** marks for Part (c).

1. a) What is 'Exit Interview' ?
b) "Group Dynamics gives an insight into what motivates teams." Highlight.
c) Specify the reasons for employees' job transfer at the workplace.
2. a) Define the concept of 'Human Resource Development'.
b) Cite out the challenges in conducting Video-Conferencing Interviews.
c) Define HR Audit. State the reasons for conducting an HR Audit programme in a company.
3. a) What do you mean by 'Poaching' in recruitment terms ?
b) Discuss the principles of the Good Grievance Handling Procedure.
c) Critically evaluate the pros and cons of 'e-learning', as a training tool.
4. a) Point out the primary objectives of Compensation Management.
b) "Money being spent on training is a development, not an expenditure." Justify the outcomes in training.
c) Examine the modern methods of Performance Appraisal briefly.

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5. a) Give reasons why employees are demoted.
b) Outline the competencies needed for an HR Manager at the workplace post-COVID.
c) You find that your subordinate performs minor misconduct at the workplace. What disciplinary action would you recommend ?
6. a) State the objectives of Employee Counselling.
b) Distinguish between HRM and HRD.
c) "Creativity has been an important tool in helping one avoid burnout." Outline the attributes of innovative employees in the 21st century. **(4×9=36)**

SECTION – B

Answer the **two** questions in this Section. **Each** question carries **12** marks.

7. a) NF Ltd. is a leading Pharma Co. involved in the manufacture and marketing of drugs and medicines. Its research staff developed a number of products that helped the company to survive during the COVID pandemic. Mr. Niyaz, the Marketing Head adopted aggressive strategies to push the target and his team worked hard to capture a sizeable share in the market. But there was no formal appraisal, neither any reward system nor any satisfactory increments; due to which 60 medical representatives and the area supervisor misbehaved and left the company. Discuss the reasons for the 'Labour turnover' and an act of 'indiscipline' in this case. Advise the company on improving the 'Quality of Work-Life' of employees.

OR

- b) A leading sales agency for Airtel has been experiencing a problem of high employee turnover. An immediate concern for them is the appointment of a team leader for one of their teams in Mumbai. Suggest the stages in the selection process that you would adopt in this case.
8. a) Elucidate the factors influencing the effectiveness of training programmes in an organization. Highlight the important steps involved in designing a training programme.

OR

- b) "Employees get separated from the organization through different means." Narrate the different methods of employee separation and, what strategies would you suggest to retain employees and be enriched at the workplace ? **(2×12=24)**