



MB 116C(N)

Third Semester M.B.A. Examination, September 2016
MANAGEMENT
Course – 16 C Strategic Human Resource Development
(Elective C – People Management)
(New)

Time : 3 Hours

Max. Marks : 80

SECTION – A

1. Answer **any five** sub questions. **Each** question carries **3** marks. **(5×3=15)**
- A) Define the Human Resource Development.
 - B) Who is HR Manager ?
 - C) State the objectives of training.
 - D) Give the meaning of Career Planning.
 - E) What is Human Resource Benchmarking ?
 - F) Bring out the various components of Intellectual Capital.
 - G) Define organization Development.

SECTION – B

- Answer **any four** questions. **Each** question carries **5** marks. **(4×5=20)**
- 2. What are the salient features HRD ?
 - 3. Bring out the qualities of HR Manager.
 - 4. Mention the objectives of Performance Appraisal System.
 - 5. What are the criteria for effective Intervention ? Explain any one.
 - 6. Write a note on importance of Manpower Planning.
 - 7. Explain the HR strategies for competitive advantage.

P.T.O.



SECTION – C

Answer **any three** questions. **Each** question carries **10** marks. **(3×10=30)**

8. Elucidate the objectives and scope of HRD.
9. What is performance appraisal ? Explain the modern methods of performance appraisal.
10. Discuss the steps involved in career planning process.
11. Explain the HRD mechanism for worker.
12. Discuss the process of Human Resource Planning.

SECTION – D

13. Case study (**Compulsory**) : **(1×15=15)**

Ram Ram Ltd. a company into music industry which records the music and market through the cassettes from past 15 years started experiencing a new challenge. The manufacturing unit of Ram Ram Ltd. at Bangalore had a workforce of 1010 employees and manufactured only cassettes. The market for cassettes was badly effected by piracy and a fast growing CD market. So the management at Ram Ram which had already downsized by 1800 employees over two years through the VRS was again considering the idea of manpower reduction. The union however opposed this idea strongly. The management at the plant was in fix as to how can it reduce the cost.

Ram Ram Ltd. could not forecast the total demand for the new quarter. It failed to forsee the technological changes in the market and the influence of such changes in their product. The music industry itself was fast becoming stagnant. Had the management at Ram Ram Ltd. prepared itself to face these challenges, it would have averted the current crisis. At this stage it can neither relocate the employees nor layoff nor can it bear their burden and run into red.

- 1) If you are the HR Manager, what will be your career planning for employees ?
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