

Register Number :

Name of the Candidate :

2 5 0 8

**M.B.A.(Marketing Management)
DEGREE EXAMINATION, 2011**

(FIRST YEAR)

(PAPER - III)

130. HUMAN RESOURCE MANAGEMENT

[(Common with M.B.A.(Financial Management)]

May]

[Time : 3 Hours

Maximum : 75 Marks

SECTION - A (5× 3=15)

Answer any FIVE questions.

All questions carry equal marks.

1. (a) What do you understand by human resource management ? Why is it needed ?
- (b) What are the qualities necessary for a personnel manager ?
- (c) What are the important objectives of human resource planning ?

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- (d) What is meant by Halo error ?
- (e) Distinguish between job description and job specification.
- (f) What is meant by job enrichment ?
- (g) Distinguish between training and education.

SECTION - B (3×10 = 30)

Answer any THREE questions.

All questions carry equal marks.

2. Discuss the role of a human resource manager in a modern organization in developing its human resource, consistent with the needs of individual, organization and society.
3. Discuss the various selection techniques in detail.
4. What is Job analysis ? Discuss the techniques used for collecting data for job analysis.
5. Explain the various steps in training programme. How can they be made effective ?
6. What is quality circle ? How do you make quality circle effective ?

steel maker. He placed the order, materials arrived, were received, accepted and used up in the plant.

Trouble started when the bill for ₹12 lakh came from the vendor. The accounts department withheld payment for the reason that the bill was not endorsed by Kamath. Kamath refused to sign the bill as his approval was not taken by Naik before placing the order.

Naik felt fumigated and cheated. A brief encounter with Kamath only aggravated the problem. Naik was curtly told that he should have known company rules before venturing. Naik decided to quit.

Questions :

1. Does the company have an orientation programme ? If yes, how effective is it?
2. If you were Naik, what would have you done ?

Naik has reason for his sudden outburst. He has been driven to the wall. Perhaps, details of the story will tell the reasons for Naik's bile and why he put in his papers, barely four months after he took up his present assignment.

The year was 1995 when Naik quit the prestigious SAIL plant at Vishakapatnam. As manager materials, Naik enjoyed powers-he could even place an order for materials worth ₹ 25 lakh. He needed nobody's prior approval.

Naik joined a pulp-making plant located at Harihar in Karnataka, as AGM materials. The plant is a part of the multi-product and multi-plant-conglomerate owned by a pretigious business houses in India. Obiviously, perks, designation and reputation of the conglomerate lured Naik away from the public sector steel monolith.

When he joined the eucalyptus making company, little did Naik realize that he needed prior approval to place an order for materials worth ₹12 lakh. He had presumed that he had the authority to place an order by himself worth half the amount of what he used to do at mega

SECTION - C (1×15 = 15)

Answer any ONE question.

7. Explain the steps involved in job evaluation process and explain the methods used for job evaluation system. Bring out the difference between job evaluation and performance appraisal.
8. Differentiate wage and salary. Discuss the role of money in motivating employees. How will you formulate a good incentive scheme ?
9. Discuss the various methods of executive development in detail and analyse the need for executive development programmes in Indian companies.

SECTION - D (1×15 = 15)

(Compulsory)

10. Naik, AGM materials, is fuming and fretting. He bumped into Kamath, GM materials, threw the resignation letter on his table, shouted and walked out of the room swiftly.

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