Code No: BA1909   R14

MBA II Semester Regular Examinations, August 2015

HUMAN RESOURCE MANAGEMENT

(Master of Business Administration)

Time: 3 Hours   Max. Marks: 60

Note: Answer All Sections of Questions.
All Questions from Section- A are to be answered at one place.

SECTION–A

6×2 = 12M

1. What are the developments in the HRM in the globalized business world?

2. What are the new sources of Recruitment in the present era?

3. Write about the principles of Compensation Management.

4. What is the importance of Training and Development in the organizations?

5. Write about any two new Performance Appraisal Methods.

6. What is Collective Bargaining and what is its significance in dispute resolution?

SECTION–B

3×12 = 36M

1. a) What are the challenges faced by the HR Managers in the present global era? Explain the strategies used by HRM to increase the employee's commitment?

(OR)

   b) What are the components of Job Description and Job Specification? Explain each one of them with examples.

2. a) What are the different types of Tests and Interview Techniques used for the Selection of Candidates for Jobs? Give examples by taking some Jobs.

(OR)

   b) What are the different methods of Compensation in the National and International business organizations? Write about Employee Welfare Management.

3. a) What is the importance of Career Development and Counselling of Employees for an Organization? Explain Human Resource Information Systems (HRIS).

(OR)

b) What are the different Work Hazards and what are the appropriate Safety Mechanisms? How can we manage Work Life Balance due to high stress at workplace?

SECTION–C

1×12 = 12M

CASE STUDY

Fun at Hitech

HRM, recruitment &selection, corporate culture, motivation, strategic management

Industry: ITES and IT

Hitech Corporation (Hitech) is a well-known IT company based in Hyderabad, India. Hitech provides networking solutions to many Fortune 500 companies. Started in 1990 by two technology experts, Hitech currently has almost $40 million in annual revenue. When the founders started the company, they established as one basic value that working at Hitech should be enjoyable as well as profitable. That belief has helped create a company culture today that gives Hitech competitive advantages when recruiting and retaining talented workforce in the challenging labor market of IT.

Because recruitment of talented employees to handle growth at Hitech is so crucial, , the HR unit has an aggressive employee referral program which pays employees up to $5,000 for referring new hires who stay with the firm. The HR unit prides itself on prompt feedback to potential employees. Other "fun" programs include-

- Football, pool tables, volleyball courts, assorted video games, pianos, ping pong tables, and gyms that offer yoga and dance classes.
- Grassroots employee groups for all interests like meditation, gourmet cooking and salsa dancing.
- Healthy lunches and dinners for all staff at a variety of cafe?
- Theme parties organized each month. Last month Hitech had its executives wearing animal costumes as part of a "jungle" party.

These fun initiatives have a more important business purpose-to demonstrate that people are important at Hitech. Is all this fun profitable? Hitech's answer is an unqualified yes. Over 40% of all Hitech's new employees come from the employee referral program. The firms cost to hire each new employee is about $5,000 less than the industry average. Even more important, those hired stay longer as indicated by its retention rate of 42 months compared to the industry average of 20 months. Also, employee turnover is about 6% annually? Significantly below the industry average. It is obvious that Hitech's approach to HR management is paying off, both in an enjoyable company culture and in contributing to organizational success.

Case Study Questions

1. What according to you could be the pros & cons of "fun at work" strategy used by an organization?

2. Suggest some more better and innovative practices to increase employee's productivity for the organization?

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