

D 91577

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Name.....

Reg. No.....

THIRD SEMESTER M.B.A. DEGREE EXAMINATION, JANUARY 2021

(CUCSS)

M.B.A.

BUS 3EH 02—PERFORMANCE MANAGEMENT

(2016 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Part A

*Answer the following questions.
Each question carries 1 weightage.*

1. What is Performance Review ?
2. What is 360 degree analysis ?
3. What is Performance Standards ?
4. What are the objectives of Performance Appraisal ?
5. What is Merit Pay ?
6. What is Coaching ?

(6 × 1 = 6 weightage)

Part B

*Answer any four of the following.
Each question carries 3 weightage.*

7. Performance Counseling is the heart of the Performance Management System. Do you agree ?
8. Explain the methods of performance appraisal.
9. Explain the need and importance of performance standards.
10. Describe the performance planning process.
11. Discuss the various reward strategies for improving the performance of an employee.
12. What are the objectives and purposes of Performance Management ?

(4 × 3 = 12 weightage)

Turn over

Part C

*Answer any three of the following.
Each question carries 4 weightage.*

13. What is Performance Related Pay ? What are its advantages and Disadvantages ?
14. What are the various approaches to measuring performance ? Explain.
15. Explain the requirements of a sound performance evaluation programme.
16. Explain, how different performance dimensions vary with the nature of the organization ?
17. Discuss the role of HR professionals in Performance management.

(3 × 4 = 12 weightage)

Part D

Compulsory Question.
6 weightage.

Case Study :

18. ABC Company located in Chennai is a distribution centre having a base of 100 and plus companies which supply medicines and medical aids for distribution. The company employs 172 employees as distributors across the state and has a 12% attrition rate because of stringent performance appraisal methods. It follows critical incident methods and behavioral feedback from retailers. Feedback from retailers is error prone. Also if there is a cut in commission given to retailers they give negative feedback to the company. Distributors are worried.

What are the pitfalls of performance management in this case ? How will you design a new appraisal system to avoid attrition ?

(1 × 6 = 6 weightage)