

C 3718

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Name.....

Reg. No.....

**SECOND SEMESTER M.B.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, JULY 2021**

M.B.A. (CUCSS)

BUS 2C 13—HUMAN RESOURCE MANAGEMENT

Time : Three Hours

Maximum : 36 Weightage

Part A*Answer all the questions.**Each question carries 1 weightage.*

1. Define Human Resource Development.
2. What do you mean by Selection ?
3. What is job enrichment?
4. Define Induction.
5. What is Career development?
6. What is piece rate system of Wage?

(6 × 1 = 6 weightage)

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

7. Bring out the significance of Human Resource Management.
8. Explain the problems of recruitment.
9. Discuss the objectives of performance appraisal.
10. Explain the types of wages.
11. Bring out the approaches for grievance redress system.
12. Write a short note on Employee Empowerment.

(4 × 3 = 12 weightage)

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

13. Bring out the difference between traditional and strategic HRM.
14. Write a note on Human Resource Planning.

Turn over

15. Explain the pros and cons of training employee.
16. What is employee retention? Explain the need and importance of employee retention.
17. Relate the importance of human factor in the modern workplace which are influenced by emerging technologies like artificial intelligence, workplace robots, internet of things, etc.

(3 × 4 = 12 weightage)

Part D

Answer the following compulsory question.

It carries 6 weightage.

A Protect & Gamble survey shows that wearing the right make-up can help women move up the career faster. Another survey by Aziz Corporation in Britain of 100 company bosses showed that one in four employers were more likely to give a job to a woman who wore make-up than one who did not. A third of those surveyed felt that a woman without make-up looked like she couldn't be bothered to make an effort. Again, Aziz Corporation, which is a communication and leadership consultancy, is in the business of image management and its consultants seem to be in the job of dishing out advice such as the etiquette of wearing heels to businesswomen to make an impact in boardrooms. Kaya Skincare, along with Nielsen had some time ago done a survey of the Indian men in the 18-50 age group, which showed that they were quite aware of the importance of personal grooming for workplace success. Eight out of 10 men surveyed said that being well-groomed had a positive effect on their careers.

18. *Questions :*

- (i) Do you think it is weird yardstick on career progress for women, sometimes for men do?
- (ii) Does this survey show that things are easy for women once if they were the right shade of lipstick?
- (iii) Do you think it is true in the case of men's career too?
- (iv) Do you buy an argument that who take care of themselves also take care of their jobs better?
- (v) Don't you think that it is a discrimination to give more wages and faster promotion to attractive workers (both gender)?

(6 weightage)