Sub Code:KMBHR01

Paper Id: 270356 Roll No:

MBA
(SEM-III) THEORY EXAMINATION 2019-20
TALENT MANAGEMENT

Time: 3 Hours ***Total Marks: 100***

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt *all* questions in brief. 2 x 10 = 20

Qno.	Question	Marks	CO
a.	Define Talent Management.	2	1
b.	What is HRP and how is it connected to Talent Management?	2	2
c.	Job Description is the starting of the career cycle of an employee. Discuss.	2	2
d.	What is the role of Talent Management in sustaining long term competitive advantage to a firm?	2	1
e.	Explain two commonly used external sources of recruitment.	2	3
f.	Differentiate between Horn and Halo effect as a source of error in the interview process.	2	3
g.	Define turnover. What are its various types?	2	4
h.	Why is it imperative to give importance to succession planning in any organization?	2	4
i.	Describe Human Resource Information System.	2	5
j.	How does HR Audit takes place? Describe the process in brief.	2	5

SECTION B

2. Attempt any *three* of the following: 3 x 10 = 30

Qno.	Question	Marks	CO
a.	"It is easier to hire right than to hire wrong and bear the consequences." Do you agree with the statement? Give reasons	10	3
b.	Explain the various components of Talent Acquisition in detail. What is the importance of a sound Talent Acquisition policy for any company?	10	2
c.	"High rate of Voluntary Turnover is a red flag for any company." Explain some measures which can be used to control voluntary turnover in any company.	10	4
d.	Explain the process of Business Process Re-engineering in detail.	10	5
e.	"Talent Management is the foremost responsibility of a successful management." In the light of this statement, explain the importance of talent management in the cut throat competitive era of today.	10	1

SECTION C

3. Attempt any *one* part of the following: 1 x 10 = 10

Qno.	Question	Marks	CO
a.	"Talent Management is a delicate relationship of inter related processes." What are the various key processes of Talent Management?	10	1
b.	How is Talent different from Knowledge? What are the possible outcomes of failure in talent management?	10	1

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4. Attempt any *one* part of the following: 1 x 10 = 10

Qno.	Question	Marks	CO
a.	Draft a detailed Job Description and Job Specification for an entry level Marketing Executive in a reputed pharmaceutical company.	10	2
b.	"With the changing times, talent acquisition has also undergone a paradigm shift." DO you agree with the statement? Substantiate your answer with strategic trends in Talent Acquisition.	10	2

5. Attempt any *one* part of the following: 1 x 10 = 10

Qno.	Question	Marks	CO
a.	What are the various sources of recruitment available at the disposal of a HR practitioner? What are the merits and demerits of these sources?	10	3
b.	What is Knowledge Management? What is its importance to any company?	10	3

6. Attempt any *one* part of the following: 1 x 10 = 10

Qno.	Question	Marks	CO
a.	What do you mean by Job Withdrawal? What are the signs of potential job withdrawal?	10	4
b.	Describe the various components of Total Rewards in detail.	10	4

7. Attempt any *one* part of the following: 1 x 10 = 10

Qno.	Question	Marks	CO
a.	"Human resource accounting is the process of identifying and reporting investments made in the human resources of an organization that are presently unaccounted for in the conventional accounting practices." What is the importance of Human Resource Accounting in the present day reporting?	10	5
b.	Discuss the various challenges faced by the new age HR manager while undertaking various HR roles.	10	5

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