

**BBA DEGREE END SEMESTER EXAMINATION - OCT. 2020 : JAN 2021**  
**SEMESTER 3 : INTEGRATED MARKETING AND NEW MEDIA**  
**COURSE : 16U3CRBBA10 : HUMAN RESOURCE MANAGEMENT**  
*(For Regular - 2019 Admission and Supplementary 2016/2017/2018 Admissions)*

Time : Three Hours

Max. Marks: 75

**PART A**

**Answer All (1 mark each)**

1. What is Planning in HRM?
2. List the objectives of HRM?
3. What is Placement?
4. Define Induction?
5. Mention any 2 essential characteristics of an ideal promotion policy.
6. Define Compensation

**(1 x 6 = 6)**

**PART B**

**Answer any 7 (2 marks each)**

7. Illustrate the objectives of HRM?
8. Summarize the concept of HRM?
9. List the importance of human resource planning?
10. Summarize- human resource planning help to meet the future manpower needs?
11. What do you mean by On-the-job training?
12. Write short notes on
  - a. Human Capital
  - b. EQ
13. What are the different types of transfers devised in organizations?
14. What are the advantages of seniority based promotion?
15. What is grading method in performance appraisal?
16. What is Graphic Rating Scale Method in performance appraisal?

**(2 x 7 = 14)**

**PART C**

**Answer any 5 (5 marks each)**

17. Explain the managerial functions of HRM.
18. Appraise the operative functions of human resource management.
19. Discuss any four sources of external recruitment?
20. Develop the key requirements for effective mentoring?
21. Explore the need for training in organisations?
22. Formulate in detail the training need identification?
23. Explain the three different types of promotion.
24. What is job evaluation? What are its advantages and disadvantages?

**(5 x 5 = 25)**

**PART D**

**Answer any 2 (15 marks each)**

25. Propose the scope of HRM?
26. Evaluate the different selection methods?
27. What is demotion? What are the causes of demotion?
28. What do you understand by compensation? Why is it important?

**(15 x 2 = 30)**