

Reg. No

Name

22U314

B B A DEGREE END SEMESTER EXAMINATION : OCTOBER 2022

SEMESTER 3 : INTEGRATED MARKETING AND NEW MEDIA

COURSE : 19U3CRBBA8 : HUMAN RESOURCE MANAGEMENT

(For Regular - 2021 Admission and Supplementary 2020 Admissions)

Time : Three Hours

Max. Marks: 60

PART A

Answer All (1 mark each)

1. Define EQ?
2. What is Placement?
3. What is positive leniency error?
4. What do you mean by transfer?
5. What is paired comparison in performance appraisal?
6. What is human capital strategy?
7. What is horizontal promotion? Give an example.
8. Who is an HR Manager?

(1 x 8 = 8)

PART B

Answer any 6 (2 marks each)

9. List out the different functions of HRM?
10. How to identify training needs?
11. What qualities should be exhibited by a good mentor?
12. What are the disadvantages of merit based promotion?
13. How does HRP helps to check redundancy in the organization?
14. Summarize the benefits of HRP?
15. What is Graphic Rating Scale Method in performance appraisal?
16. Explain the causes of demotion.

(2 x 6 = 12)

PART C

Answer any 4 (5 marks each)

17. If you are an HR personnel and you are given the responsibility of framing the promotion policy in the organization, which all characteristics will be reflected in the policy you frame? Why?
18. Demonstrate- HRP helps to meet the expansion and diversification needs of the organization?
19. What is job evaluation? What are its objectives?
20. Explain any five modern methods of performance appraisal.

21. Appraise the operative functions of HRM
22. Examine the importance of training is in an organization?

(5 x 4 = 20)

PART D

Answer any 2 (10 marks each)

23. Interpret the role of HR Manager in an organisation?
24. Discuss in detail the Selection in an organisation?
25. Build the significance of human capital strategy?
26. What do you understand by compensation? Why is it important?

(10 x 2 = 20)