

Reg. No

Name

21U314 - S

BBA DEGREE END SEMESTER EXAMINATION - OCTOBER 2022

SEMESTER 3 : INTEGRATED MARKETING AND NEW MEDIA

COURSE : 16U3CRBBA8 : HUMAN RESOURCE MANAGEMENT

(For Supplementary - 2016/2017/2018/2019 Admissions)

Time : Three Hours

Max. Marks: 75

PART A

Answer All (1 mark each)

1. Find the importance of Human Resource Management?
2. Name the personal attributes of HR Manager?
3. What is meant by Structured interview?
4. What is mentoring?
5. Define Transfer.
6. What is Halo effect?

(1 x 6 = 6)

PART B

Answer any 7 (2 marks each)

7. Illustrate the organizational significance of HRM?
8. What is the role of an HR manager?
9. Explain the steps involved in selection procedure?
10. List the importance of HRP?
11. Demonstrate the HRM strategies?
12. What are the objectives of induction?
13. What do you understand by transfer?
14. Explain any two types of transfers.
15. What is forced choice method in performance appraisal?
16. What role does assessment centres play in performance appraisal?

(2 x 7 = 14)

PART C

Answer any 5 (5 marks each)

17. Discover the scope of HRM
18. Explore the role of an HR manager as a change agent.
19. Illustrate the HRP planning process?
20. What are the steps in organizational training analysis?
21. Choose any two benefits of training?
22. Formulate the purpose of mentorship?
23. What are the different purposes of transfer?
24. Write a short note on 360 degree appraisal.

(5 x 5 = 25)

PART D

Answer any 2 (15 marks each)

25. Evaluate the managerial functions of HRM
26. Propose the different methods you will incorporate to conduct an effective selection?
27. Explain in detail the meaning, need and types of transfers.
28. What is performance appraisal? What are the limitations of performance appraisal?
(15 x 2 = 30)