B.B.A DEGREE END SEMESTER EXAMINATION : NOVEMBER 2023
SEMESTER 3 : INTEGRATED MARKETING AND NEW MEDIA
COURSE : **19U3CRBBA8 : HUMAN RESOURCE MANAGEMENT**
(For Regular - 2022 Admission and Improvement/Supplementary - 2021/2020 Admissions)

Time : Three Hours   Max. Marks: 60

PART A
Answer All (1 mark each)

1. What are the classifications of promotion?
2. Define Compensation.
3. Define HRM?
4. What is 'Recruitment'?
5. Define Induction?
6. Mention any 2 essential characterisitics of an ideal promotion policy.
7. What is ranking method in performance appraisal?
8. What is stress interviews?

                                                                      (1 x 8 = 8)

PART B
Answer any 6 (2 marks each)

9. Explain the role of HR Manager.
10. Summarise the important is HRP for an organization.
11. Explain the concept of HRM.
12. What is field review method in performance appraisal?
13. How relevant is business games in training?
14. What is the need for transfer?
15. Summarise the human capital strategy? Explain its importance?
16. Summarize - human resource planning help to meet the future manpower needs?

                                                                      (2 x 6 = 12)

PART C
Answer any 4 (5 marks each)

17. Explain any five methods of traditional performance appraisal.
18. Analyse the nature of HRM?
19. Write a short note on 360 degree appraisal.
20. Appraise any two problems faced during placement from internal sources?
21. As an HR manager, which reasons do you consider to demote an employee?
22. Explore the purpose of Induction?.

                                                                      (5 x 4 = 20)

PART D
Answer any 2 (10 marks each)

23. Propose the different methods you will incorporate to conduct an effective selection?
24. Discuss any two needs of training?
25. Propose the personal and organisational objectives in an organization?
26. Explain the various methods of Performance appraisal in detail

                                                                      (10 x 2 = 20)