

**B.B.A. DEGREE END SEMESTER EXAMINATION - OCTOBER 2024****SEMESTER 3 : INTEGRATED MARKETING AND NEW MEDIA****COURSE : 19U3CRBBA8 : HUMAN RESOURCE MANAGEMENT***(For Regular 2023 Admission and Improvement/Supplementary 2022/2021/2020 Admissions)*

Time : Three Hours

Max. Marks: 60

**PART A****Answer All (1 mark each)**

1. Define Compensation.
2. What is ranking method in performance appraisal?
3. What is Dry promotion? Give an example.
4. What is Placement?
5. What is mentoring? What is the purpose of mentoring?
6. Mention any 2 essential characteristics of an ideal promotion policy.
7. Define Induction?
8. List the operational roles of HR manager.

**(1 x 8 = 8)****PART B****Answer any 6 (2 marks each)**

9. Summarise the important is HRP for an organization.
10. What role does assessment centres play in performance appraisal?
11. What is the need for transfer?
12. Enumerate selection process.
13. How relevant is business games in training?
14. Summarise the human capital strategy? Explain its importance?
15. What are the essential qualities of an HR manager?
16. Illustrate the objectives of HRM.

**(2 x 6 = 12)****PART C****Answer any 4 (5 marks each)**

17. Demonstrate how HRP helps to meet the expansion and diversification needs of the organization?
18. Explain the different types of Transfer.
19. Explain any five modern methods of performance appraisal.
20. Explain the managerial functions of HRM.
21. What are the limitations of performance appraisal?
22. What is Job analysis in training?

**(5 x 4 = 20)****PART D****Answer any 2 (10 marks each)**

23. What do you understand by compensation? Why is it important?
24. Discuss the significance of training in an organisation.
25. Distinguish between recruitment and selection.
26. Justify the significance of HRM in an organizational perspective?

**(10 x 2 = 20)**