

Register Number :

Name of the Candidate :

6 5 1 8

**M.B.A. (Marketing Management)
DEGREE EXAMINATION, 2012**

(FIRST YEAR)

(PAPER - III)

130. HUMAN RESOURCE MANAGEMENT

*(Common with M.B.A. [Financial Management]
& on-line)*

May]

[Time : 3 Hours

Maximum : 75 Marks

SECTION – A (5 × 3 = 15)

Answer any FIVE questions.

ALL questions carry equal marks.

1. Explain the objectives of Human Resource Management.
2. Discuss the problems in recruitment faced by an organization with which you are familiar with.

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3. What are the uses of Job Analysis?
4. Bring out the importance of training in organizations.
5. Elaborate the negative aspects of discipline.
6. Name any six fringe benefits in India.
7. What is the 'Straight Ranking Method' of Performance Appraisal?

SECTION – B (3 × 10 = 30)

Answer any THREE questions.

ALL questions carry equal marks.

8. Brief the influences of environmental factors on Human Resource Management.
9. Discuss the present day recruitment practices in India.
10. Critically evaluate any four Job Evaluation Methods.
11. Discuss the essentials of management development programme.
12. Suggest ways and means of marketing Quality Circles more effective.

Questions :

1. What do you think will be Mr. krishnan's reaction to Mr. Bose, now and in the future? How do you think his subordinates will react to this?
2. How can behaviour modification be used in the new situation with revised rates?
3. Consider this situation in the context of different approaches to modification and leadership.
4. In this situation results in conflict and low morale, how are you to handle it?

another supervisor. “This contingent reinforcement method really works better than the human relation difficult to understand anybody. I am nice to people only contingent upon their good performance. That makes a lot of sense than just being good to everybody. The other supervisor commented “you are being reinforced for using the reinforcement technique on your people. Krishnan said, “yes, surely, behaviour that is reinforced will strength and repeat itself.

A few weeks later, the Plant Manager, Mr. Bose, called Mr. Krishnan and told him “your department has shown substantial increase in performance since you completed the behaviour modification programme. I have sent our industrial engineer to your department to analyse your standards. It looks like, from the report, that we will have to adjust your rates upward by ten percent. Otherwise we have to pay too much incentive pay. I hope you will use the behaviour modification technique to break the news to your people. Good luck, and keep up the good work.

SECTION – C (1 × 15 = 15)

Answer any ONE question.

13. Analyse the functions of Human Resource Management.
14. Discuss the different approaches to designing jobs.
15. Discuss the principles and factors influencing wage and salary administration in India.

SECTION – D (1 × 15 = 15)

(Compulsory)

Mr. Krishnan attended a behaviour modification programme in the Indian Institute of Management, and was impressed with the programme. He started using it on the works in his department. He identified several critical behaviours, measured and analysed them, and used a positive reinforcement / extension intervention strategy. His evaluation showed a significant improvement in the performance of his department and he got stuck to the programme. Infact, he was seen commenting to

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