

Register Number:

Date and session:

ST JOSEPH’S UNIVERSITY, BENGALURU -27

BBA– 2nd SEMESTER

SEMESTER EXAMINATION: APRIL 2024

(Examination conducted in May / June 2024)

BA 2223 /BASF2223 Human Resource Management

Time- 2 Hr Max Marks-60

**This paper contains \_\_2\_\_\_ printed pages and four parts**

**PART A**

**I.** Answer ***any five*** of the following. (**5x2 = 10 Marks)**

1. Give the meaning of Job Enrichment.
2. What is H R Information System?
3. Who is an Expatriate in an organization?
4. What is cross culture training?
5. Mention any four benefits of training and development.
6. List out the factors affecting employee retention.

**PART B**

**II.** Answer ***any four*** of the following (**4x5 = 20 Marks)**

1. Summarize the selection process for appointing new candidates in the organization.
2. What is promotion? Give a concise overview on types of promotion.
3. Highlight the ethical challenges organizations encounter within the present-day work environment.
4. Outline the role and significance of Human Resource Development.
5. Give a note on Servant Leadership and Competency Mapping.

**PART C**

**III.** Answer ***any two*** of the following (**2x10 = 20 Marks)**

1. What is performance appraisal? Elaborate any four performance appraisal methods suitable for a manufacturing company.
2. Identify the underlying reasons prompting employee transfers, and explain any two distinct types of transfers in organization.
3. Mr. Sam is the HR Manager of Alpha ltd. Sam has been tasked with conducting a job analysis for the position of Marketing and sales Executive to ensure that the company hires candidates who possess the necessary skills and qualifications. Prepare a format of job analysis with job description and specification for the position.

**PART D**

**IV. Answer the following (1x10=10 Marks)**

Rita is a newly appointed employee at Spectra Hyper Mart, hired as a replacement for an employee who had to leave urgently. She was assigned to work at the electronics counter. Her responsibilities include serving customers, addressing their queries, and assisting them with their purchases. Rita was not having prior experience and lacks comprehensive product knowledge, as she has only received basic orientation before work. This becomes evident when customers ask detailed questions about electronic products, and she struggles to provide satisfactory answers. Rita’s default response to customers' inquiries is, "I will clarify with the manager and get back to you." There was lack of immediate support or resources for employees to refer to when faced with challenging questions. Customers become increasingly frustrated when Rita is unable to provide satisfactory answers to their queries. Some customers abandon their intended purchases and left the store. The manager, observing the situation, becomes angry and scolds Rita for her inability to handle customer inquiries effectively. Constant scolding and warning from the manager further affected Rita’s morale and confidence. However, the manager fails to recognize the root cause of the problem, which is the lack of adequate training and support for new employees. By addressing the underlying issues Spectra Hyper Mart can enhance customer satisfaction and drive business growth.

Questions: (5 marks each)

a. Analyse the issue and suggest suitable training programs for the employees in Spectra Hyper Mart.

b. Explain the benefits of training programs for employees and employers in an organization.