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Reg. No. :

Name :

**IV Semester M.B.A. (Full Time) Degree Examination, July 2009
(2006 Scheme)**

STRATEGIC HUMAN RESOURCE MANAGEMENT

Time : 3 Hours

Max. Marks : 60

PART – A

Write short notes on **any five** questions. **Each** question carries **three** marks.

(5×3=15 Marks)

1. Explain the scope of SHRM.
2. What is Human Resource Planning ?
3. Mention some of the KPA's of an hospital.
4. What is emotional intelligence ?
5. What is job hopping ?
6. Explain mentoring.
7. What is process re-engineering ?
8. What is organisational change ?

PART – B

(3×10=30 Marks)

Answer **any three** questions elaborately. **Each** question carries **ten** marks.

9. What is bench marking ? Explain the different functional areas of SHRM that can be bench marked ?
10. Explain the recruitment practices of a company of your choice.

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11. Explain the modern techniques of performance appraisal.
12. Explain knowledge management.
13. Explain the concepts
 - a) Human Resource Audit
 - b) Human Resource Accounting.

PART – C

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Read the following case and answer the questions.

The cost of making bad decisions when selecting new employees is leading employers of all sizes to review their selection processes. Some smaller companies have taken specific steps to improve their selection practices. ENTKIDS, a firm that develops computer games, requires applicants to go through an audition process. The purpose of the audition is to ensure that applicants understand the culture of the firm and what is required to succeed. Applicants for jobs using writing skills sometimes complete 50 page written exercises. Prior to being hired, even the HR-director had to complete a take-home HR test for 15 hours, in order to make sure he could handle the work demands and expectations of Senior Managers at ENTKIDS.

Another company City Garage, a Calicut based auto service chain with 200 employees selection traditionally was handled by individual Store Managers who conducted paper and pencil test and conducted one interview resulting with high turnover rates made it clear that a new selection process is needed. Therefore, the firm changed the process of selection.

- 10 minute on-line test (personality traits)
- Interviews (conflict, lack of patience, etc)

Finally, those applicants still considered, go through interviews with all levels of Managers. Even though this is costly and time consuming, the result is low turnover and fewer problems with new employees.

1. Discuss the advantages of the selection efforts used in there two firms.
2. What would be some drawbacks in using these processes, especially in larger firms ?
