

Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End-Term Examination, July 2020

Course: Human Resource Management

Semester: 2

Program: MBA(AVM/PM/ET/IB)

Time: 3 Hours

Course Code: HRES 7007

Max. Marks: 100

IMPORTANT INSTRUCTIONS

- 1. The student must write his/her name and enrolment no. in the space designated above.*
- 2. The questions have to be answered in this MS Word document.*
- 3. After attempting the questions in this document, the student has to upload this MS Word document on Blackboard.*

S. No.		Marks	CO
Q 1.	Develop a form of job description and job specification of a marketing manager. How can you motivate and enhance effectiveness of a marketing manager by using job-designing tools?	20	CO3
Q2.	How can you use competency mapping in a FMCG company for enhancing effectiveness of selection process and succession planning of key positions?	20	C02
Q3.	If you were heading a five-year-old company, employing 20 people which includes five females. What benefits and services are you required, to provide to your employees. What other benefits you can plan to retain key talent of your organization.	20	C03
Q4.	You are the manager of a newly set up BPO in India. You are to recruit 800 employee. What phases should you use to select your new employees?	20	C03
Q5.	KD Electronics limited, an electronics company of wide fame, had set up larger retail store in each of the geographic regions. It kept latest variety of stocks to attract customers from near and distance places. The company had young, dynamic work force and followed the policy of promotion from within the enterprise. The company, however, had a variety of problems with its personnel. The rate of employee turnover	20	C04

was high and the employees thieved expensive electronic gadgets. To overcome this problem, the general manager of personnel department, Mr. Anil conducted various tests, lie detection test, drug test etc. and surprisingly found that majority of the employees did not pass the test. It was difficult for Mr. Anil to fire such large number of employees. He could neither retain them and promote them to higher positions (promotions from within) nor remove them.

Questions

A. Advice Mr. Anil on how to deal with the problem.

B. Can suitable training and development program be of help in such a case? If yes, What steps should Mr. Anil take in conducting a training program?

