


<b>Name:</b>	
<b>Enrolment No:</b>	

**UPES**  
**End Semester Examination, December 2024**

**Course: Digital Human Resources**  
**Program: Integrated BBA MBA**  
**Course Code: HRES 3013**

**Semester: V**  
**Time: 03 hrs.**  
**Max. Marks: 100**

**Instructions: Write precise and brief answers**

**SECTION A**  
**10Qx2M=20Marks**

S. No.		Marks	CO
Q1.	<b><u>Choose the correct option: TRUE or FALSE</u></b>		
1 (i)	Human Capital Management (HCM) systems handle various aspects of talent management.	2	CO1
1 (ii)	The five major technology trends in HR are social media, big data and data analytics, mobility, cloud computing, and IoT, and they are often referred to as disruptive technologies due to their dramatic impact on HR functions and practices.	2	CO1
1 (iii)	A "blog" is an online journal where users can share audio or video files.	2	CO1
1 (iv)	eLearning is defined as education delivered via the Internet or standalone computers, and it can be hosted on a learning management system (LMS) or a server.	2	CO1
1 (v)	Universal Instructional Design (UID) principles recommend designing online courses for simplicity, using short "courselets" that are effective for mobile delivery and can be reused in various contexts.	2	CO1
1 (vi)	There is a single, "right" HR system that works for every organization, regardless of their unique needs or technology infrastructure.	2	CO1
1 (vii)	Knowledge management (KM) is a practice embedded in the organization, and its success relies on creating, capturing, storing, sharing, transferring, and using knowledge to improve organizational performance.	2	CO1
1 (viii)	Groupware is collaborative software designed to help individuals or groups working on a common task achieve their goals, and it often includes features like video, chat, and instant messaging.	2	CO1
1 (ix)	HR professionals, in their consultative role as business partners, should focus on diagnosing organizational conditions, connecting business strategy to HR, and proactively shaping the change agenda.	2	CO1
1 (x)	Boomerang employees are those who leave an organization and then return, offering benefits such as decreased onboarding costs and bringing new perspectives and knowledge to the company.	2	CO1

**SECTION B**

<b>4Qx5M= 20 Marks</b>			
	<u><i>Answer the following questions (approx. 50 words)</i></u>		
2. (A)	Discuss the HR professional's contribution in the successful adoption of new technology in an organization?	<b>5</b>	<b>CO2</b>
2 (B)	Identify the benefits of MOOCs in the corporate setting?	<b>5</b>	<b>CO2</b>
2 (C)	How has cloud computing influenced talent management systems?	<b>5</b>	<b>CO2</b>
2 (D)	Discuss the challenges HR professionals face when managing gig workers?	<b>5</b>	<b>CO2</b>
<b>SECTION-C</b>			
<b>3Qx10M=30 Marks</b>			
	<u><i>Answer the following questions</i></u>		
3.1	Considering your organization's overall business strategy and the technology strategy of your HR department as well as the needs of your employees, write how does your organization presently use social media for HR purposes? Is it an effective approach in your opinion? Why or why not?	<b>10</b>	<b>CO3</b>
3.2	Illustrate organization's learning strategy for effective (or ineffective) utilization of technology to enhance learning?	<b>10</b>	<b>CO3</b>
3.3	Illustrate the evolution of the HR profession evolved in the last five years, and the role of technology in this transformation?	<b>10</b>	<b>CO3</b>
<b>SECTION-D</b>			
<b>2Qx15M= 30 Marks</b>			
	<u><i>Study the following case and answer the questions that follow:</i></u>		
	<p>ByteIQ is a leading software development company with a global presence. Over the past five years, the company has undergone significant growth, expanding its product portfolio and customer base. As the organization evolves, it recognizes the need for HR to shift from a traditional administrative role to a more strategic, business-focused partner. However, the transition is not without challenges. Additionally, disruptive technologies like mobile, social media, data analytics, IoT, and cloud computing are rapidly changing the landscape of HR, and ByteIQ is working to incorporate these innovations into its HR strategy.</p> <p>Current HR Role in the Organization:</p> <p>Historically, ByteIQs' HR department has been viewed as a support function, mainly responsible for payroll, benefits administration, and compliance. However, as the company scales, HR is increasingly being seen as a critical enabler of business success. The role of HR has begun to shift towards more strategic responsibilities, including talent management, employee development, and organizational culture shaping.</p>		

	Considering ByteIQ's overall business strategy and the role of the HR department, answer the following:		
Q 4.1	Analyse ByteIQ'S perception of the HR-as-business- partner role?	<b>15</b>	<b>CO4</b>
Q 4.2-	Examine the response of ByteIQ to the disruptive technologies that are rocking HR (mobile, social media, data analytics, IoT, and cloud computing)?	<b>15</b>	<b>CO4</b>