

Marketing & Human Resource Management (Sem-VI)

April - 2015

Note: (1) All questions are compulsory. (2) Figures to the right indicate full marks.

- (1) Answer the following questions: (any two) (15)
- What is Human Resource Management? Explain the scope of Human Resource Management.
 - What is Strategic Human Resource Management? How is it different from Traditional Human Resource Management?
 - Explain briefly the steps in scientific selection process for managerial personnel.
- (2) Answer the following questions: (any two) (15)
- Explain the meaning of Management Development Programme. Describe the techniques of Management Development Programme.
 - Define Performance Appraisal. Explain the benefits of Performance Appraisal.
 - What is Career Planning and Development? Explain the role of employee and employer in Career Planning and Development.
- (3) Answer the following questions: (any two) (15)
- Define Leadership. Briefly explain the Trait Theory of Leadership.
 - Discuss McGregor's Theory X and Theory Y of motivation.
 - What is Employee Morale? Discuss factors affecting Employee Morale.
- (4) Answer the following questions: (any two) (15)
- What is Emotional Quotient? Explain factors affecting Emotional Quotient.
 - Explain the term Counselling. Describe the techniques of Counselling.
 - Briefly describe 'Sexual Harassment' and 'Discrimination' as ethical issues in Human Resource Management.
- (5) (a) Fill in the blanks by choosing the appropriate options given below: (5)
- _____ helps in estimating and meeting the future manpower needs of our organisation.
(a) Human Resource Management (b) Human Resource Planning (c) Human Resource Development (d) None of the above.
 - _____ interviews are also called as standardized interviews.
(a) Structured (b) Group (c) Unstructured (d) Individual
 - _____ is a form of financial motivation.
(a) Recognition (b) Appreciation (c) Work Environment (d) None of these.
 - _____ means reducing the size of the organization.
(a) Attrition (b) Downgrading (c) Downsizing (d) None of these.
 - _____ is a feeling of injustice at workplace whether expressed or not.
(a) Morale (b) Grievance (c) Motivation (d) Counselling.
- (b) State whether the following statements are True or False: (5)
- The process of selection comes before recruitment.
 - Refresher training is meant only for newly inducted employees.
 - 360 degree Appraisal is a traditional method of performance appraisal.
 - Yoga is an effective technique to enhance spiritual quotient.
 - Theory Z of motivation by William Ouchi is a combination of Theory 'X' and Theory 'Y'.
- (c) Match the following: (5)

Group 'A'	Group 'B'
(i) Job Design	(a) internal source of recruitment
(ii) Employment test	(b) Employee training
(iii) Transfers	(c) Step in selection process
(iv) Workplace diversity	(d) Challenge in HRM
(v) Apprenticeship	(e) Job simplification
	(f) Grievance Handling
	(g) Autocratic leadership