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Reg. No. | | | | | | | | |

II Semester M.B.A (Day and Evening) Degree Examination, December - 2024
MANAGEMENT
Managing Human Resources
(CBCS Scheme 2019 Onwards)
Paper : 2.3

Time : 3 Hours **Maximum Marks : 70**

SECTION - A

Answer **any FIVE** questions from the following each question carries **5** marks. **(5×5=25)**

1. What is HR Planning? Explain the HR Planning as a source of information?
2. Discuss briefly the Selection Techniques in an organisations.
3. State and Explain the Employee Retention Strategies adopted by an organisation.
4. Explain Kolb's Model of Learning style of Individuals.
5. Discuss the determinants of compensation strategy with suitable examples.
6. Explain the different elements of performance management.
7. What are the domestic issues in Human Resource Management?

SECTION - B

Answer any **THREE** questions from the following each question carries **10** marks. **(3×10=30)**

8. Elaborate the assessment classification model for placing newly hired employees.
9. State and explain briefly how does a designing a training program done.
10. Explain briefly the various components of remuneration.
11. Explain the theories of Industrial Relations.

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SECTION - C

12. Compulsory Case Study: (1×15=15)

As economic conditions become more demanding for some employers, other firms continued to recruit people for job. One firm, Kia Motors America, added a large number of jobs at one of its newer facilities. As a subsidiary of a South Korean Corporation, Kia Motors America added tons of equipment at its West Point, Georgia, plant, so that ultimately about 3,00,000 vehicles would be produced annually.

As the firm sought recruits to fill its Georgia plant workforce, more than 40,000 individuals applied for the jobs, the bulk of which were production and maintenance positions. However, the need for people in a variety of other occupations, including air-conditioning service people, cafeteria workers, and medical staff, added to the depth and scope of Kia's recruiting. A limited time frame for applications was set by Kia as part of its recruitment planning.

In the recruiting process, a variety of regional and area sources were contacted as part of Kia board publicity and inclusive efforts in the area. Randy Jackson, HR Director, spent a month visiting colleges and churches, appearing on radio and television shows, and using other means to market Kia's recruitment and employment efforts. All of these activities were done to inform applicants about numerous jobs at Kia and the month-long time frame for application.

To make its recruitment system effective in screening in large number of applicants, Kia established an online-only application process on a special website. As part of its recruitment efforts, Kia and a Georgia Department of Labour agency worked together. One of the agency activates was to make computers available at a local technical college, libraries, and other locations for those persons without home- based Internet. Having the online system allowed Kia's HR staff to move quickly to identify those applicants who matched available jobs. The use of this system by HR recruiters and managers doing the hiring made the selection process more efficient.

To aid in the selection of employees, recruiting software was used to sort applicants into electronic "buckets", divided by work experiences and education. Then an eight-step process was established to let applicants obtain a realistic job preview of working at Kia. These recruiting actions resulted in the hiring of more than 500 new employees within six months. During the rest of the year, an additional 1200 workers were hired, primarily for the second shift, and more were hired later.

Although smaller employers might not use such an extensive recruiting process, the Kia process illustrates the kinds of recruitment planning, activates, Internet linkages, and other means that can be used both large and small employers doing recruitment.

The long-termsuccess of Kia's efforts to staff its Georgia operation demonstrates way in which HR can use both time- and cost-effective recruiting to hire qualified individuals.

Questions:

a) Describe how employing a large number of new workers requires strategic recruiting planning and operational efforts and discuss what aspects might be different in smaller firms.

b) Discuss how utilizing the internet, like kia did and other employers do, if changing how recruiting efforts are occurring for a variety of jobs in employers of different size.