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III Semester M.B.A. (Day / Evening) Degree Examination, May/June- 2025

MANAGEMENT

Talent Management and Employee Engagement

(CBCS 2019 Onwards Scheme)

Paper : 3.4.2

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 are the sources of talent management?
2. Elaborate the difference between talent management and knowledge management.
3. Enumerate the fundamental principles to effective compensation strategies.
4. Highlight the role of information technology in effective talent management system.
5. State the factors influencing employee retention.
6. Discuss the advantages of integrating coaching.
7. Discuss the vital elements for the implementation process talent information system.

SECTION - B

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

8. Elaborate the process for identifying high potential employees.
9. State and explain the tools and building blocks used in talent management.
10. Explain in detail integrating succession planning and career planning.
11. Discuss the modern practices in talent engagement with suitable examples.

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SECTION - C

12. Case study (Compulsory). **(1×15=15)**

Talent Retention at Horizon tech solutions

HorizonTech solutions, a mid - sized IT services company based in Bangalore, was facing a high turnover rate among its skilled employees, particularly in its software development teams. Over the course of two years, the company saw a 28% annual attrition rate, far above the industry average. Exit interviews revealed recurring concerns: lack of career development opportunities, inadequate recognition, work - life imbalance, and uncompetitive compensation packages. In response, HorizonTech's leadership launched a comprehensive talent retention strategy. First, they introduced a structured career path framework, including internal promotions, cross - functional project opportunities, and mentorship programs. They revamped their performance review system to be more frequent and feedback - driven. Additionally, they rolled out a "FlexiTime" policy, allowing employees to choose their working hours and work remotely two days a week. Compensation benchmarking was done to align their pay scales with industry standards, and they introduced quarterly performance bonuses. To foster a culture of recognition, a monthly peer - nomination program called "Star of the Month" was launched. Within a year of implementing these initiatives, employee satisfaction scores rose by 35%, and the attrition rate dropped to 14%. HorizonTech not only managed to retain its top talent but also saw a 20% increase in employee referrals for new positions - indicating stronger employee engagement and company loyalty.

Answer the following questions :

a) What were the key issues contributing to high attribution at HorizonTech solutions?

b) In what ways did the company improve work - life balance, and how might this affect retention?

c) Why is regular performance feedback important in talent retention?

d) What additional strategies could the company explore to further enhance retention?

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