

2015

J B I M S

Human Resource Management (HRM)

MMM / MFM / MIM / MHRDM Second Year First Semester

Duration : 3 Hours

Max Marks : 60

- a. Question no.1, Case Study is compulsory and carries 20 marks.
- b. Solve Any Four (4) from question no. 2 to 7. All carry equal 10 marks.

1. Case Study

Problem of booming B Schools

The city of Bangalore is agog, not with scorching sun, not with frequent power cuts, not with two and four wheelers jostling for space on the overcrowded roads, but with head hunters scouting around for MBAs.

The 1990s witnessed an alarming rise in the number of institutes, schools and colleges offering management education both at undergraduate as well as post graduate levels. There are about 70 of them offering BBM courses and 20 running MBA programmes. All these need at least 200 MBAs to be appointed as teaching faculty. Mere MBA is not enough. The candidate must have cleared NET (National Eligibility Test) or should be doctorates.

All the students who join B schools are not locals. They come from the northern parts of India and some even from Dhaka. Teaching in English to these students is like talking to the wall. They need to be instructed in Hindi or Urdu. MBAs who are also linguists are highly preferable.

Managements are worried. They realised that only good faculty will attract good students. Where to find qualified and eligible MBAs? Most join industries after graduation. Only a few come for teaching and those that venture into it are in great demand. They do not want the demand to slip by. They are in one college today and are found teaching in some other institute tomorrow.

Suddenly, retired executives, ex-servicemen and not-so-successful consultants have found themselves in great demand. With briefcases in hands, these old men shuffle from college to college and are laughing all the way to banks. One retired bank manager confessed that he is able to gross every month Rs 25000 by teaching at half a dozen colleges easily.

Assume that you were given the responsibility for developing a recruitment strategy for all the colleges and schools –

Questions

- a. What strategy would you recommend? ✓
 - b. What recruitment channels would you use to find and attract qualified faculty? ✓
 - c. Identify the major road-blocks you might encounter in recruiting the faculty. ✓
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2. Describe salient features, advantages and limitations of Human Resource Planning. ✓
 3. "Recruitment and Selection process makes or mars the future of the Organisation." Discuss with examples. ✓
 4. Make an Ad in one page for an MNC who want to select 10 Management trainees. ✓
 5. Explain the objectives and process of Performance Appraisal. ✓
 6. What is MBO? Elaborate on steps involved in MBO. ✓
 7. Explain one Training method which is being used in organisation. How do you make it effective. ✓
 8. Short Notes (Any Two)
 - i. HRIS ✓
 - ii. Problems in Appraisal ✓
 - iii. Talent Management ✓
 - iv. Induction Programme ✓

(4)

3+4+2=9