


Name: Enrolment No:	
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UPES
End Semester Examination, May 2023

Course: Human Resource Management
Program: BBA LL.B (Hons.)
Course Code: CLNL1045

Semester: II
Time : 03 hrs.
Max. Marks: 100

Instructions: Attempt all the questions. All questions are compulsory.

SECTION A
(5Qx2M=10Marks)

S. No.		Marks	CO
Q 1	Murray, Inc. emphasizes a desire for detail-oriented, motivated employees with strong social skills as indicated in the firm's job _____. A) specifications B) analysis C) reports D) descriptions	(2)	CO1
Q 2	A _____ is a graphical method used to help identify how two variables are related. A) trend analysis B) ratio analysis C) scatter plot D) productivity chart	(2)	CO1
Q 3	If a person scores a 70 on an intelligence test on one day and scores 110 when retested on another day, you will most likely conclude that this test is _____. A) valid B) invalid C) reliable D) unreliable	(2)	CO1
Q 4	Carlos recently participated in a selection test for a position at Northern Aeronautics. The test measured Carlos's finger dexterity and reaction time, so it was most likely a(n) _____ test. A) motor ability B) personality C) cognitive D) interest	(2)	CO1

Q 5	Indian Airlines uses flight simulators to train pilots about airplane equipment and safety measures. This is an example of _____. A) on-the-job training B) vestibule training C) virtual reality training D) programmed learning	(2)	CO1
SECTION B (4Qx5M= 20 Marks)			
Q 6	Give examples of how HR management concepts and techniques can be of use to all managers.	(5)	CO2
Q 7	For what sorts of jobs do you think unstructured interviews might be most appropriate? Why?	(5)	CO2
Q 8	"A well-thought-out orientation program is essential for all new employees, whether they have experience or not." Explain why you agree or disagree with this statement.	(5)	CO2
Q 9	Do small companies need to develop a pay plan? Why or why not?	(5)	CO2
SECTION-C (2Qx10M=20 Marks)			
Q 10	What do you believe would be the best method(s) of training for the following jobs? Discuss. a) Electrician b) Pilot c) Hotel receptionist d) Tele Sales Executive	(10)	CO3
Q 11	You are working as an HR Executive (Recruitment) at Indian Airlines; you are required to conduct a preliminary interview for the position of Cabin Crew for the International Flights. You must conduct a structured interview; identify ten questions you will ask the candidates during the interview to determine the best suitable candidate for the job.	(10)	CO3
SECTION-D (2Qx25M=50 Marks)			
Q 12	a. Develop compensation policies for the teller position at a local bank. Assume that there are four tellers: two were hired in May and the other two were hired in December. The compensation policies should address the following: appraisals, raises, holidays, vacation pay, overtime pay, method of pay, garnishments, and timecards.	(15)	CO4
	b. Define the components of total rewards and prepare the compensation package for the academic position of University Vice- Chancellor working for XYZ University of your choice with Basic Salary, Variable pay and Benefits.	(10)	CO4

<p>Q 13</p>	<p>Case Study: The Container Store: Keeping it Fresh.</p> <p>The “Great Recession” has been hard on recruiters. As many employers have downsized, they have also cut back of their recruiting efforts or brought them to a screeching halt. Some companies, like the container store, have weathered the recession better than others. Employees at the container store are encouraged to make recruiting a priority. They constantly have their eye on customers who would fit the unique culture, frequently approaching a good candidate right on the sales floor. In fact, 34 percent of the applicants to the container store are referred by employees. And it isn’t hard to persuade people to apply. The container store has been a fixture on the fortune magazine list of top employers for ten years. The company pays better wages than most retailers and provides health benefits for part-time employees. During the recession they did not lay off any employees, although matching employee 401K contributions were suspended until profits started to climb in 2011. Founder Kip Tindall reports that the company culture was a positive factor in strong employee acceptance of the cuts. “They were happy to help save their fellow coworker’s jobs”, reported Tindell in an interview on CBS.</p> <p>It is the responsibility of every employee at the container store, from Tindell on down, to recruit employees. These efforts are so effective that advertising for applicants is rarely necessary. That’s because as customers enter the store, a trained sales associate talks up the benefits of working for the container store and all that the company offers. If the individual applies and is hired, the sales associate is give a \$500 reward for successful recruitment (\$250 if the person is hired on a part-time basis). Not a bad reward for simply enjoying and doing one’s job.</p> <p>The application process might be easy, but getting hired isn’t applicants go through as many as nine interviews and only 3 percent of applicants are hired. Once hired, employees enjoy the job and company culture so much they just don’t leave. The container store has one of the lowest rates of employee turnover in the industry. Whereas similar stores have an annual turnover upward of 70 percent, the container store has a full-time turnover just under 10 percent a year and less than 35 percent for part-timers.</p>	<p>(25)</p>	<p>CO5</p>
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Questions:

- a) What are the advantages and disadvantages of relying on employees as a major source of recruiting new employees?
- b) How would you describe their employment brand? Describe the factors that led to your conclusion.
- c) Explain how other recruiting sources may be effective for the container store's efforts to recruit in a way that supports the company's culture.
- d) What are certain alternatives to the recruitment you suggest for the above-mentioned case.
- e) Evaluate the recruitment process of presently used by the store.