

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA-SEMESTER-II-EXAMINATION-SUMMER-2025

Subject Code: 4529204

Date: 06/06/2025

Subject Name: Human Resource Management

Time: 10:30 AM TO 01:30 PM

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

Q.1 Explain the terms: **14**

- (a) Strategic HRM
- (b) Competency mapping
- (c) Job evaluation
- (d) HR Scorecard
- (e) ILO
- (f) Social Security
- (g) Knowledge Management

Q.2 (a) Discuss various methods for collecting data in the process of Job Analysis. Explain Pros and Cons of each method **07**

(b) Compare and contrast Traditional HR practices with Strategic HR approaches in managing human resources within organizations. **07**

OR

(b) Provide an overview of different types of selection test used in the process of hiring? **07**

Q.3 (a) Briefly discuss what an interviewer and interviewee can do to improve their performance in interview. **07**

(b) What are the key steps involved in implementing Management by Objectives (MBO) within an organization. **07**

OR

Q.3 (a) Being a member of Job evaluation committee which methods would you consider to evaluate worth of each job in you organization? **07**

(b) Who are the key participants involved in Industrial Relations, and what roles do they play in fostering productive workplace relationships? **07**

Q.4 (a) What are the key stages involved in the collective bargaining process between labor unions and management? **07**

(b) Explain the purpose and objectives behind the conventions and **07**

recommendations established by the ILO, and how do they influence labor laws and practices globally?

OR

Q.4 (a) What are the key factors or drivers that influence employee engagement levels within an organization? **07**

(b) How does the Factories Act 1948 outline guidelines for the working environment, employee health, and safety within factories? **07**

Q.5 CASE STUDY:

In the competitive landscape of today's job market, organizations must adopt effective recruitment strategies to attract top talent. SmartTech Corporation, a rapidly growing tech startup delves into various sources of recruitment, including both internal and external avenues.

SmartTech is a burgeoning tech startup specializing in artificial intelligence solutions for the healthcare sector. With ambitious growth plans on the horizon, the company aims to expand its workforce to meet the increasing demand for its innovative products and services.

As the Corporation experiences rapid growth, it faces the challenge of recruiting skilled professionals across various functional areas, including software development, data science, marketing, and sales. The company seeks individuals with a strong technical acumen, innovative mindset, and a passion for making a positive impact in the healthcare industry.

SmartTech Corporation recognizes the value of promoting talent from within and encourages employees to apply for vacant positions through internal job postings. This approach fosters employee development, boosts morale, and promotes loyalty among existing staff. Leveraging employee referrals is another effective recruitment strategy. Employees are encouraged to refer qualified candidates from their professional networks, incentivized through referral bonuses or recognition programs. This taps into the power of existing employees' networks and increases the likelihood of finding suitable candidates who align with the company culture.

Moreover, the company posts job openings on popular online job portals such as LinkedIn and Glassdoor to reach a wider audience of job seekers actively searching for employment opportunities. It also partners with universities and colleges to recruit fresh graduates and interns. This allows the company to tap into the talent pool of young professionals with fresh perspectives and a willingness to learn. Additionally, attending industry-specific networking events, job fairs, and conferences enables them to connect with potential candidates and showcase its employer brand. These events provide opportunities for face-to-face interactions and relationship-building with prospective hires.

- (a) What are the primary sources of recruitment utilized by SmartTech Corporation, and how does each source contribute to the company's talent acquisition strategy? **07**
- (b) Evaluate the internal and external sources of recruitment **07**

OR

- Q.5**
- (a) Can you discuss the advantages of leveraging internal job postings and employee referrals as sources of recruitment for SmartTech Corporation? Additionally, what are the potential drawbacks associated with these methods? **07**
 - (b) How does SmartTech Corporation leverage external sources, such as job portals to attract top talent? What are the potential challenges associated with utilizing these platforms for recruitment purposes? **07**
