

Code No: MB163G/R16

MBA III Semester Supplementary Examinations, March-2022

STRATEGIC HUMAN RESOURCE MANAGEMENT

Time: 3 Hours

Max. Marks: 60

*Answer Any FIVE Questions
All Questions Carry Equal Marks
Question No. 8 is Compulsory*

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| 1. a | What is human resource strategy? | 3M |
| b | Explain the process of linking business strategies to HR strategies. | 9M |
| 2. a | What is strategic HRM? | 4M |
| b | Explain the various approaches to SHRM. | 8M |
| 3. a | What is strategic human resource planning? | 4M |
| b | Explain the objectives, benefits and levels of strategic planning. | 8M |
| 4. a | Explain the steps in strategy implementation. | 6M |
| b | Describe the role of human resources in strategy implementation. | 6M |
| 5. a | What is strategic human resource development? | 6M |
| b | Explain the levels in strategic HRD planning. | 6M |
| 6. a | What is human resource evaluation? Explain. | 5M |
| b | What are the strategies in training and development? | 7M |
| 7. | Explain the human resource evaluating strategic contribution of emerging areas in detail. | 12M |

8. **Case study** 12M

Johnson, age 25, has been with advertising department as a copy creator for three years. His job is to design advertisements for use in TV's and cinema theaters. He must closely work with the girls in the art department, with the members of the sales department, and with Vice President, sales and promotion, who is in-charge of the whole division. Johnson is an extremely enthusiastic worker with many good ideas. But he is considerable trouble in dealing with people. He is too impatient with the girls in the art department and constantly chasing them to finish his own work in time. He makes it perfectly clear that his ideas are always best while dealing with the people in the sales department. When the Vice President was thinking loud during a conference, Johnson cut short the speech of the vice president by an aggressive answer. It was a good answer, and the vice president did not mind, but some of the other people thought that Johnson had behaved badly. As a manager you are concerned about the animosity he is creating in your department. As per the company policy, each employee has to undergo an evaluation interview every six months. There are no performance evaluation forms.

Questions:

1. What should your strategy be in handling evaluation interview with Johnson?

2. What remedial measures do you suggest to tackle the situation?

