

You have also spoken to the Chairperson. She thinks that nobody was forthcoming or enthusiastic enough. They all kept going off the subject and asking silly questions. Such ideas as there were turned out to be trivial or irrelevant in her opinion, apart from the ones she had to suggest herself. She contended that she was worried about the next meeting, about the likely success of the committee in general and indeed about her overall relationship with the staff who were committee members.

The next meeting is to take place in a week's time.

Questions :

- (a) Identify the problems in this case.
- (b) What can you do to ensure that the committee perform more effectively when it next meets?

(MHR10112)

M.H.R.M. DEGREE EXAMINATION,
NOVEMBER 2017

First Semester

Human Resource Management

Paper I — PRINCIPLES AND PRACTICES OF
MANAGEMENT

(Regulation 2012)

Time : Three hours

Maximum : 70 marks

Answer ALL questions.

All questions carry equal marks.

Q.No. 5 is compulsory.

1. (a) Define 'Management'. Briefly explain about various functions of management.

Or

- (b) What is meant by administration? Write in detail about any one of the theories of management of your choice.

2. (a) Evaluate the process involved in decision making in a large scale organisation.

Or

- (b) What is span of control? What are the factors influencing span of control?

3. (a) Define 'Communication'. Outline about various barriers of communication.

Or

- (b) What are the different techniques of control?

4. (a) Discuss in detail about various functions of financial management.

Or

- (b) Examine the need and importance of marketing research in India.

5. Case study (Compulsory) :

You are a senior clerk in a large branch of a prestigious bank in a metropolitan city. Your manager has decided that customer service should be improved and has formed a committee of junior staff to discuss and present suggestions to the management in a month's time.

You are appointed as a member of this committee, but not the chairperson. A young lady, a grade junior to you is made the chairperson. She was very reluctant to accept the responsibility because as she said, she had never been to any meeting no chaired any. However, she was offered no choice in the matter. The manager simply appointed her at the chairperson.

In fact she could be a good choice. She is an experienced cashier known to the public as efficient and pleasant, and she has often expressed strong view about the importance of good service. She thinks herself as intelligent and logical and sometimes puts people down quite firmly if she finds flaws in their arguments.

You were not able to attend the first meeting of the committee, but from what you heard it was not at all successful. In conversation with those present you have gained the impression that progress was slow and difficult.

The chairperson tended to be aggressive. Very few ideas emerged and it was not too clear to those present what they were there to achieve.

(MHR10212)

M.H.R.M. DEGREE EXAMINATION,
NOVEMBER 2017.

First Semester

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Paper II — MANAGERIAL COMMUNICATIONS
AND PUBLIC RELATIONS

(Regulation 2012)

Time : Three hours Maximum : 70 marks

Answer ALL questions.
All questions carry equal marks.
Q.No. 5 is compulsory.

1. (a) Define 'Communication'. Evaluate the process involved in communication.


Or

(b) What are the different components of Managerial Communication?

2. (a) "Public Speaking is an art". Suggest measures to make public speaking more effective and impressive.

Or

(b) Write a format of Business Letter of your choice.



3. (a) What is Intra-Group Communication? How do we make it more effective? Explain.

Or

- (b) "Sending message to Employees of the organisation is an art". What is the process involved in it?

4. (a) Examine the nature and importance of Public Relations.

Or

- (b) What are the different principles of Public Relations?

5. Case study : (Compulsory)

At the United Paper Mills, the maintenance department had difficulties for a number of years. Recently things had gotten worse. Several employees for example, were "known" to have spent company time working on projects for their own boats and cars and in addition were "known" to have used company materials. Many supervisors had apparently "given up" trying to discipline workers because they felt that the company would not back them up.

Jerry, a newly promoted maintenance supervisor, had a crew that was working pretty well. One of the difficulties was that workers under him often changed to other crews and supervisors because of absenteeism and emergency rush jobs. Wednesday, he caught one of his workers, Hal, quitting early. He told him that quitting time was not for another hour and he expected him to work that amount of time. Hal proceeded to do so but seemed to be disgruntled.

The next day Hal was assigned to another supervisor and, sure enough, Jerry saw him quitting early again. Hal was Jerry see him but paid no attention to him. Jerry knew that some of the other supervisor "looked the other way" when workers quit early and suspected that Hal's supervisors for that day probably did not want to know about Hal quitting early.

Questions :

- (a) What can Jerry do?
(b) Analyse the situations that cause barriers to communication.

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M.H.R.M. DEGREE EXAMINATION,
NOVEMBER 2017.

First Semester

Human Resource Management

Paper III — MANAGERIAL ECONOMICS

(Regulation 2012)

Time : Three hours

Maximum : 70 marks

Answer ALL questions

All questions carry equal marks.

1. (a) Define 'Managerial Economics'. Discuss any one of the managerial theories of firm.

Or

- (b) Define 'Profit'. Explain about various concepts of profit.

2. (a) What are the different methods available for forecasting the demand for new products?

Or

- (b) Explain in detail about price elasticity of demand with some examples.

3. (a) Define 'Cost'. Write about the classification of costs.

Or

- (b) What are the factors influencing input and output decisions of a firm?

4. (a) Describe about various strategies of pricing.

Or

- (b) Examine the process involved in analysing market structure with regard to price decisions.

5. (a) Briefly write about methods of capital budgeting.

Or

- (b) What do you understand by risk and uncertainty? Explain about the economics of risk and uncertainty.

occasions before his subordinates. His colleagues also started assigning their responsibilities to Mr. Sashidhar. Consequently there were imbalances in his family life, social life and organizational life. But he seemed to be calm and contented. Management felt that Mr. Sashidhar had the potential to bear with many more organizational responsibilities.

To the General Manager was quite surprised to see resignation letter of MR. Shashidhar along with a cheque equivalent to month's salary one fine morning on 18th January 2009. The General Manager failed to convince Mr. Sashidhar to withdraw his resignation. The General Manager relived him on January 2009. The General Manager wanted to appoint a committee to go into the matter immediately, but dropped the idea later.

Questions :

- (a) What presented the General Manager from appointing a committee?
- (b) What is wrong with the recruitment policy of the company?
- (c) Why did Mr. Sashidhar's resignation surprise the General Manager?

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M.H.R.M. DEGREE EXAMINATION,
NOVEMBER 2017.

First Semester

Paper IV — HUMAN RESOURCE MANAGEMENT

(Regulation 2012)

Time : Three hours

Maximum : 70 marks

Answer ALL questions.

All questions carry equal marks.

Q No. 5 is compulsory.

1. (a) What do you understand by the concept of human resource management? Briefly write about the objectives of HRM.

Or

- (b) Critically examine the role of HRM in the changing business environment.

2. (a) Define 'Human Resource planning'. Discuss the objectives of human resource planning.

Or

- (b) What is the process involved in forecasting the HR requirements of a large scale organisation?

3. (a) Outline the various source of resenting employees.

Or

- (b) Write in detail about 'Induction' and 'placement' with suitable examples.

4. (a) Suggest measures to make the concept of career planning more effective.

Or

- (b) What is TQM? What are the different issues involved in TQM?

5. Case study : Compulsory.

Uptron Electronics limited is a pioneering and internationally reputed firm in the electronics industry. It is one of the largest firms in the country. It attracted employees from internationally reputed institutes and industries by offering high salaries, perks etc. It has advertised for the position of an Electronics Engineer recently. Nearly 150 candidates applied for the job. Mr. Sashidhar, an Electronics Engineering Graduate from Indian Institute of Technology with 5 years working experience in medium-sized electronic firm, was selected from among the 130 candidates who took tests and interview. The interview board recommended an enhancement in his salary by Rs. 5,000 more than his present salary of this request. Mr. Sashidhar

was very happy to achieve this and he was congratulated by a number of people including his previous employer for his brilliant interview performance and good luck.

Mr Sashidhar joined Uptron Electronics Ltd. On 21st January 2007, with great enthusiasm. He also found his job to be quite comfortable and challenging one and he felt it was highly prestigious to work his company during the formative years of his career. He found his superiors as well as subordinates to be cooperative. But this climate did not love long. After one year of his service, he slowly learnt about a number of unpleasant stories about the company, management, the superior-subordinates relations, rate of employee turnover especially at higher level. But he decided to stay on as he promised several things to the management in the interview. He wanted to please and change the attitude of management through his diligent performance, firm commitment and dedication. He started maximizing his Contributions and the management got the impression that Mr. Sashidhar has settled down and will remain in the company.

After some time, the superiors started riding over Mr. Sashidhar. He was over-loaded multifarious jobs. His freedom in deciding and executing was cut down to size. He was ill-treated on a number of

(MHR10512)

M.H.R.M. DEGREE EXAMINATION,
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Paper V — BUSINESS ENVIRONMENT AND ETHICS
(Regulation 2012)

Time : Three hours Maximum : 70 marks

Answer ALL questions.
All questions carry equal marks.
Q.No. 5 is compulsory.

1. (a) What do you understand by the concept of Business Environment? Examine the need for the study of business environment in India.


Or

(b) Critically examine the functioning of WTO with special reference to India.

2. (a) What are the various factors which are influencing political environment in India?

Or

(b) Discuss the need and importance of Social Responsibility of Business.



3. (a) Outline the salient provisions of 1956, Industrial Policy Resolution.

Or

- (b) Identify the reasons for industrial sickness in India Industry. Suggest remedial measures.
4. (a) What is Business Ethics? Examine the need and significance of following Business Ethics in India.

Or

- (b) What is Corruption? What are the consequences of corruption?
5. Case study : (Compulsory)

Scott Ingram and Stacy Sinnott were both former students of the same secondary school. Several years after graduation. Scott and Stacy met at a small business conference. After drafting a business plan and successfully applying for a business loan, they opened SS Web Page Development. Their business provides a Web-page development service for companies, schools or charities requiring Internet advertisement. They employ four page developers. Their employees all work in the same building where each workstation has Internet access. After the developers create the potential sites, they e-mail and print the pages

in colour for the customer. One printer is utilized for this purpose.

Questions :

- (a) What is the most suitable information technology environment? Provide rational for your choice.
- (b) What are the advantages and disadvantages of this type of business environment?