

42013

M.B.A. (HRM) DEGREE EXAMINATION, APRIL/MAY 2020

FOURTH SEMESTER

Paper XIII – HUMAN RESOURCE MANAGEMENT IN SERVICE SECTOR

Time : Three hours

Maximum : 70 marks

(No additional sheet will be supplied)

PART A — (5 × 3 = 15 marks)

Answer ALL the questions.

Each question carries 3 marks.

Each answer should not exceed 1 page.

1. What is service and explain different types of services?
2. Explain different characteristics of services.
3. Explain performance measures under service sector.
4. Explain unionism in service sector and problems.
5. What is Gender Bias? Explain Gender bias in IT sector?

PART B — (5 × 8 = 40 marks)

Answer ALL the questions.

Each question carries 8 marks.

Each answer should not exceed 5 pages.

6. Explain the importance of Human Resource Management in service sector. And explain the role of the manager in service sector.

Or

7. What do you understand by Human Resource Management? What are the functions and objectives of HRM in IT sector?
8. Explain challenges of service managers at present scenario.

Or

9. (a) Service process
- (b) Challenges of service managers.

10. What are the different functions of HRM in service sector and explain.

Or

11. Explain performance management under service sector.

12. How do you manage wage and salary administration in Insurance and Banking sector?

Or

13. Write a note on "HRM in Hotels".

14. Discuss the HRM in software industry and BPO sector.

Or

15. Explain Gender bias problems and challenges in IT sector.

PART C — (1 × 15 = 15 marks)

Compulsory.

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Case Analysis.

16. Sydenham Samsung automotives is a joint-venture company set up with technical collaboration from Sam sung, South Korea. SSA manufactures aluminium alloy wheel rims for automobiles. Since there is a great demand for this product from the automobile manufacturers of developed countries including Korea and Japan, the joint-venture SSA had set up its manufacturing unit in the Export Promotion Zone (EPZ) at Visakhapatnam port city. EPZ extends many attractive tenns for the exporters in the zone, including exemption from the applicability of Labour laws to the units within EPZ.

SSA selected brilliant engineers from premier engineering institutes and sent them for hands-on training to Korea for six months. On their return these engineers systematically trained on-the-shop floor workforce in all aspects of product manufacturing. As the jobs were of a technical nature, SSA recruited boys from industrial training Institutes and Polytechnic institute in different crafts. This young workforce, whose average age was 26 years were dynamic and enthusiastically performed the jobs and were meeting the production targets. SSA has also taken care of the needs of the workforce and provided subsidized canteen, buses to take workers from town to workplace and back and other welfare measures.

The congenial environment continued for three years but later the workers, at the instance of the outside leadership started a trade union. SSA was upset with these developments and, to some extent, was firm in dealing with the unionized workers. The matter precipitated leading to a 16-day strike. However at the intervention of the conciliation officer a settlement was reached between the parties which gave higher wages and benefits to the workers and SSA could eliminate some restrictive practices that had surfaced of late. Normalcy was restored.

SSA has decided to educate the workers about the virtues of disciplined work performance. Accordingly it approached a professional trainer to take up the assignment.

Questions

- If you were the trainer how would you design the training programme?
- What objectives would you keep in mind in conducting such a training programme?
- Can employee involvement and work commitment be achieved through such a training programme? Give your reasons.