

Register Number :

Name of the Candidate :

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M.B.A. DEGREE EXAMINATION, 2013

(MARKETING MANAGEMENT)

(PAPER - III)

130. HUMAN RESOURCE MANAGEMENT

(Common with M.B.A. Financial Management)

May]

[Time : 3 Hours

Maximum : 75 Marks

SECTION - A (5 × 3 = 15)

Answer any FIVE questions.

ALL questions carry EQUAL marks.

1. Define personnel management.
2. State any four operational function of Human Resource Management.
3. Define recruitment.

Turn Over

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4. What is meant by placement policy?
5. List any four job evaluation technique.
6. What is meant by job design?
7. Define training and development.
8. Define quality of work life.

SECTION - B (3 × 10 = 30)

Answer any THREE questions.

ALL questions carry EQUAL marks.

9. Discuss about nature and scope of Human Resource Management.
10. What are all the factors affecting recruitment?
11. Discuss in detail about the guidelines for job evaluation.
12. Write short note about need for training.

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13. Discuss – Appraisal by MBO

SECTION - C (1 × 15 = 15)

Answer any ONE question.

14. What are the qualities and qualifications of a Human Resource manager?
15. Discuss in detail about various selection methods.
16. What are all the factors influencing wage and salary administration?

SECTION - D (1 × 15 = 15)

(Compulsory)

17. How will you create an effective and enthusiastic work environment in your concern?