

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.**

**COURSE CODE: 19BA/MC/HR34**

**B.B.A DEGREE EXAMINATION – NOVEMBER 2021**

**BUSINESS ADMINISTRATION**

**COURSE : MAJOR – CORE**

**PAPER : HUMAN RESOURCE MANAGEMENT**

**TIME : 3 HOURS**

**MAX. MARKS: 100**

**SECTION – A**

**Answer all the questions:**

**(7 x 4 = 28)**

1. Explain the role of a HR manager.
2. State the scope of HRM.
3. Classify the attributes of job description and job specification.
4. Write down the requisites of an effective orientation programme.
5. Why is non-monetary compensation necessary?
6. Explain the purpose of promotion.
7. Relate the causes of demotion with a suitable example.

**SECTION – B**

**Answer any TWO questions:**

**(2 x 16 = 32)**

8. (a) Distinguish between Personnel Management and Human Resource Management. (8 marks)  
(b) Mention the ways to improve employee productivity. (8 marks)
9. (a) Design a recruitment advertisement for a job of your choice. (8 marks)  
(b) Where would you run this advertisement? (8 marks)
10. (a) Why performance appraisal taken on increased significance in recent years? (8 marks)  
(b) Elaborate on the modern performance appraisal techniques. (8 marks)

**SECTION – C**

**Answer any ONE question:**

**(1 x 40 = 40)**

11. (a) Describe the significance and objectives of Human Resource Management (20 marks)  
(b) Demonstrate the functions of Human Resource Management with suitable illustrations. (20 marks)
12. (a) Develop a detailed training programme for the newly selected sales managers. (20 marks)  
(b) Analyze the training programme with its pros and cons for the above-mentioned designation. (20 marks)

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