



**Institute of Management
JK Lakshmipat University
Jaipur**

END TERM EXAMINATION-2019 (Term-II)

**Pinnacle MBA-Term-II
MM: 40 Marks
Subject code: BS2101**

**Course: Fundamentals of HRM
Time: 2 Hours**

Instructions: Attempt any 4 questions from Section A. Section B is compulsory.

Section A

1. Based on your personal experience, list 10 examples showing how you used Human Resource Management Techniques in your day to day life as a management student in the University. **(5 marks)**
2. Outline how trends like Diversity in class, technology, globalization, change in nature of work (Teaching and learning) has impacted your university. **(5 marks)**
3. A small business of manufacturing auto parts has planned to move into transport network domain and will offer taxi ride services. It will cut down its manufacturing operations by half over next one year due to fall in demand and competition. What would be the element of your Human Recourse Planning process? How it will help the company? **(5 marks)**
4. Opportunity for career progression is one of the greatest motivators of the employees and you are sure that given training and development inputs, your bright employees can move up. Your CEO, however wants you to recruit against some key positions (Head strategy, Chief Marketing head and Head business development) from outside. What would you do? How you would go ahead acquiring talent for the key positions. **(5 marks)**

(5 marks)

5. As a training manager in a new insurance company you propose a 50% increase in the training budget over last year. What would be your main argument to convince the CEO. Which method of training will be suitable for your insurance agent. **(5 marks)**

Section-B

- A. A few years ago, Starbucks was facing serious challenge Challenges. Sales per store were stagnant or declining, and its growth rate and profitability were down. Many believed that its introduction of breakfast foods has diverted its "baristas" from their traditional jobs as coffee preparation experts. Mc Donald's and Dunkin' Donuts were introducing low priced but still high grade coffees. Starbucks' former CEO stepped back from the company's top job and employee morale is low. As an HR Head how your department can be a business partner and help him formulate new strategy for the company following the strategic management steps. At the same time, you have to suggest ways to improve the level of employee engagement in the company. **(14 marks)**

- B. The New York Times report detailed senior employee and creator of Android, Andy Rubin's \$90 Mn exit package for leaving the company after an investigation of sexual misconduct based on allegations against him – an investigation that reported the claims against him to be "credible". Post the breaking of the news last week, Google executives reportedly held a meeting across the company to explain the situation. However, to the employees at Google, the explanations so far have not been able to deter them from planning a 200-people protest. In response to the Times' report, Google publicized an email sent to every employee in the company where CEO Sundar Pichai stated that 48 people had been fired for sexual harassment over the past two years. The internal, all-hands, company-wide meeting however, was held more to apologize to employees and to placate the growing tension within the organization.

(Reported in: 31st October, 2018, People Matters)

1. Explain how ethics is involved in present news? **(3 marks)**
2. Suggest and explain appropriate laws to protect the employees interest and rights at the workplace? **(3 marks)**
