

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MCom(CS) DEGREE EXAMINATION MAY 2023
(Second Semester)

Branch – CORPORATE SECRETARYSHIP

CORPORATE HUMAN RELATIONS

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

1. How has HRM become one of the highly focused jobs?
 - (i) It focuses on obtaining as well as maintaining a satisfied workforce.
 - (ii) It results in maximum output with the increased customer satisfaction.
 - (iii) It promotes group satisfaction with individual development.
 - (iv) Optimum utilization of manpower by motivation and improving efficiency.
2. Find the following is not a method of Job Design.
 - (i) Job rotation
 - (ii) Job enlargement
 - (iii) Job enrichment
 - (iv) Job analysis
3. Talent Management is a _____ Process.
 - (i) Constant Process
 - (ii) Planned Process
 - (iii) Retrospective Process
 - (iv) None of the above
4. How many Social Media Classification tools are there?
 - (i) 2
 - (ii) 3
 - (iii) 4
 - (iv) 5
5. Pillars of social accountability.
 - (i) Equity
 - (ii) partnership
 - (iii) quality
 - (iv) access formation

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Analyze the understanding of drivers of business.
OR
b Explain the concept of managing HR risk.
- 7 a State the meaning of job design.
OR
b Discuss the concept of Organisation fit.
- 8 a State the use of competency modeling.
OR
b Discuss the importance of employee retention.
- 9 a State the benefits of balanced score card.
OR
b Sketch the components of human resource score card.

Cont...

- 10 a Discuss the benefits of human resource outsourcing.
OR
b Evaluate the functions of social accountability.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Criticize the role of HR department as strategic partners.
OR
b Enumerate the building competitive advantage through people.
- 12 a Elucidate the features of human resource planning.
OR
b Analyze the issues of local staffing .
- 13 a Evaluate the managing employee performance.
OR
b Assess the stages of career planning systems.
- 14 a Elucidate the concepts of human resource audit.
OR
b Analyze the uses engagement survey.
- 15 a Compare the human resource issues in mergers and acquisition.
OR
b Analyze the human resource challenges in difficult times.

Z-Z-Z END