

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MCom(CS) DEGREE EXAMINATION DECEMBER 2024
(Second Semester)

Branch - CORPORATE SECRETARYSHIP

CORPORATE HUMAN RELATIONS

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	----- is called "Payment by results". a) Allowances b) claims fringe c) benefits d) Incentives	K1	CO1
	2	Competencies do not include----- a) knowledge b) skill c) Behavior d) character	K2	CO1
2	3	Process of primary socialization begins from ----- a) infancy b) childhood c)adolescence d) adult hood	K1	CO2
	4	----- and----- are secondary agencies of Socialization. a) School, family b) family, mass media c)Religion, family d) school, media	K2	CO2
3	5	In setting SMART goals "T" stands for ----- a) Timely b) Tricky c) Transparent d) none of above	K1	CO3
	6	Mostly the employee's promotion decision is based on----- a) Performance appraisal b) Training results c)hiring test d) in house development	K2	CO3
4	7	Directing being one of the preeminent functions of HRM that falls under ----- a) operative function b) technical function c)Managerial function d) behavioral function	K1	CO4
	8	Which of the following is considered as Strategic activity? a) productivity b) Recruitment c) planning d)all of these	K2	CO4
5	9	Stability strategy is a----- strategy a) corporate level b) business level c) function level d) strategic level	K1	CO5
	10	Marketing strategy is a----- type of strategy. a) business level b) growth strategy c) corporate strategy d) functional strategy	K2	CO5

cont...

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Difference between performance appraisal and job evaluation.	K2	CO1
	(OR)			
	11.b.	Classify the objectives of career planning and job specification?		
2	12.a.	What are the examples of socialization in the workplace?	K3	CO2
	(OR)			
	12.b.	In which elements of HRM in organization is the use of technology most important?		
3	13.a.	How managers can improve performance appraisal system?	K4	CO3
	(OR)			
	13.b.	Mention the factors that influence HR policy?		
4	14.a.	How can technology improve the quality of HRM decisions?	K5	CO4
	(OR)			
	14.b.	How managers can improve performance appraisal system?		
5	15.a.	What is SWOT analysis?	K6	CO5
	(OR)			
	15.b.	What is the role of the strategic planning working group?		

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Describe the fair recruitment criteria in employee's selection.	K2	CO1
2	17	Write short notes on: a) Method to improve performance appraisals b) The assessment center technique c) 360degree appraisal d) Purpose of post appraisal interview e) Performance appraisal: A poor rating	K3	CO2
3	18	What are the procedures do you follow to keep talented people in your company?	K4	CO3
4	19	Discuss the need and objectives of training programs and explain how the training programs evaluated?	K5	CO4
5	20	How do you plan to engage your staff? What is your plan for monitoring and adapting implementation and execution of the strategy?	K6	CO5

Z-Z-Z END