

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2026
(Fifth Semester)

Branch – **BUSINESS ADMINISTRATION**

MAJOR ELECTIVE COURSE – I TALENT MANAGEMENT

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 the process of attracting, developing, motivating and retaining up talent. a) HR management b) Event management c) Talent management d) Operations management	K1	CO1
	2	The discrepancy between an employee's actual skill set and the set of talents needed for a given position is termed as a) Management gap b) Talent gap c) Work gap d) Employee gap	K1	CO1
2	3	The process of identifying, attracting, selecting and retaining highly qualified people is called as a) Talent acquisition b) Talent morale c) Talent retention d) Talent solution	K2	CO2
	4	Succession planning is a proactive approach that identifies and develops _____. a) External vacant b) Internal talent c) Material sources d) Government plans	K2	CO2
3	5	A talent management strategy aims to boost _____. a) Stakeholder performance b) Employer performance c) Business performance d) Employee performance	K2	CO3
	6	Which one of the following is a key component of talent management strategy? a) Talent destruction b) Performance decreasing c) Employee engagement d) Stoppage planning	K2	CO3
4	7	Why employee retention is important? a) Reduced costs b) No stability c) Business failure d) Decreased productivity	K3	CO4
	8	ROI stands for Return on _____. a) Income b) Investment c) Information d) Importance	K3	CO4
5	9	Which one of the following is a challenge to talent management? a) Flexible models b) Up skilling c) Lack of tools and software support d) Continuous learning	K1	CO5
	10	What are the strategies for success of talent management? a) Align with business goals b) Leverage technology c) Talent ecosystems d) All the above a,b&c	K1	CO5

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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.	Describe the key responsibilities of talent management manager.	K1	CO1
		(OR)		
	11.b.	Enumerate the key processes of talent management.		
2	12.a.	Summarize the current trends in talent acquisition.	K4	CO2
		(OR)		
	12.b.	Differentiate talent acquisition with recruitment.		
3	13.a.	Identify the ways to map business strategies and talent management strategies	K3	CO3
		(OR)		
	13.b.	Find out the steps in developing talent management strategy.		
4	14.a.	Write a note about ROI of talent management.	K2	CO4
		(OR)		
	14.b.	Summarize the consequence of Voluntary Turnover.		
5	15.a.	Evaluate the ethical and legal obligations associated with talent management.	K5	CO5
		(OR)		
	15.b.	"Talent management is inherently complex". Justify this statement.		

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	Discuss the role of talent management in building the sustainable competitive advantage to a firm.	K1	CO1
2	17	Summarize the key steps in developing talent.	K2	CO2
3	18	Identify and explicate the approaches to talent management.	K3	CO3
4	19	Analyze the finest practices of employee retention.	K4	CO4
5	20	Appraise the various opportunities in talent management.	K5	CO5

Z-Z-Z END