UPES

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, 2020

Course: HUMAN RESOURCE MANAGEMENT　　　　　　　　　　**Semester: VI**
Programme: BBA – LM　　　　　　　　　　　　　　　　**Course Code:HRES3001**
Time: 03 hrs.　　　　　　　　　　　　　　　　　　　　**Max. Marks: 100**
Instructions:
1. **All sections are compulsory.**
2. **This question paper contains 2 pages**

SECTION A
(5 x 6 = 30 Marks)
Fill in the Blanks. One word Answer

S. No.		Marks	CO
Q-1	_____ method of job evaluation considers contents of a job.	5	CO2
Q-2	_____ component a compensation package is dependent on performance of employee.	5	CO1
Q-3	_____ of a selection test ensures that candidates are tested on the skill, that the test perpetuates to test.	5	CO4
Q-4	Training method that aims at developing human skills in an employee is called _____ _____	5	CO3
Q-5	_____ is employee's share in profits of the company.	5	CO1
Q-6	_____ method of job evaluation considers contents of a job.	5	CO3

SECTION B (10 x 5 = 50 Marks)
Attempt All five Questions

Q-7	Discuss the critical role of Human Resource Planning in creating and sustaining a successful business organization	10	CO1 CO4
Q-8	Compare the benefits and disadvantages of internal sources of recruitment vs external recruitment sources	10	CO2 CO3
Q-9	Explain the various reasons why selection fails? What are the causes of wrong selection, and how can such factors be removed from a selection process	10	CO1 CO2
Q-10	Training is an investment that an organization makes in its employees. Explain how the organizations calculate the returns on this investment?	10	CO3 CO4
Q-11	Differentiate between salary, bonus, incentives, and benefits. **OR**	10	CO2 CO4

	What are the factors that determine wage mix, i.e levels and components of wages in a business organization? Explain citing relevance of all the wage mix factors		

SECTION-D
20 marks

Q-12	Marriott, a hospitality giant, had introduced a game called 'My Marriott Hotel' as part of its recruitment *gamification* strategy on its Facebook jobs and careers page. It had earlier released a game named 'Xplor' which gave players a virtual experience of touring five gateway cities and solving challenges which led to their earning rewards that could be redeemed against their stay in Marriott hotels. The company also tried its hand at different apps like 'Red Coat Direct', 'Workspace on Demand', and 'The Perfect Travel Companion' in order to provide fast and convenient services at the customer's fingertips. The 'My Marriott Hotel' Facebook game was targeted at the youth in developing countries like India and China where the hospitality industry was not prominent. This was part of Marriott's recruitment strategy to bypass traditional recruitment methods and test the real talent of prospective employees by creating a virtual workplace and checking in advance the suitability of the candidates for the hospitality positions. Players were then directed to Marriott's official recruiting page where they could submit their resumes for a suitable position. The initial reaction to the game was good but later there was negative feedback from the job seekers that the game was not exciting or interesting enough to hold their attention. Questions: a. Discuss the challenges Marriott would have faced in introducing gamification as an innovative recruitment technique in country like India? b. Explore ways in which Marriott and other hospitality companies can effectively leverage digital technology and gamification in recruitment.	**20**	**CO1** **CO2** **CO3** **CO4**