

C 5404–C

B.B.A. (Three Year) DEGREE EXAMINATION, OCTOBER/NOVEMBER 2017.

End Semester Examination

Fifth Semester

(Regular/Supplementary)

Paper IV : TALENT MANAGEMENT

Time : 3 Hours

Max. Marks : 70

PART — A

Answer any FIVE of the following questions. **(5 × 4 = 20 Marks)**

1. Retaining Talent.
2. Methods of data collection for competitive mapping.
3. Concept of 360 degree feedback.
4. Employee satisfaction survey.
5. Succession Planning.
6. Work life balance initiatives.
7. Content analysis.
8. Lateral hiring.

PART — B

Answer ALL the following questions. **(5 × 10 = 50 Marks)**

UNIT – I

9. (a) Explain the meaning and significance of talent management.

Or

- (b) What is Human resource leadership? How talent management provide HR leadership to modern business?

Turn Over

UNIT – II

10. (a) What is Competency? Explain the features of competency methods.

Or

(b) Explain different approaches to competency mapping. What is the role of case studies in competency mapping.

UNIT – III

11. (a) Explain the relation and inter-relationship between performance, performance management and reward system.

Or

(b) Write a critical note on Carpentry planning and promotion policies.

UNIT – IV

12. (a) Explain the meaning and significance of employee engagement.

Or

(b) Write a critical note on conceptual frame-work of employee engagement.

UNIT – V

13. (a) How to identify managerial positions which are critical for the business?

Or

(b) How to identify second line of leaders. And also state how to develop their capabilities?
