PARUL UNIVERSITY
FACULTY OF COMMERCE
B.Com (Hons), Winter 2017 – 18 Examination

Semester: 3   Date: 22/12/2017
Subject Code: 16104203   Time: 10:30am to 1:00pm
Subject Name: Strategic Human Resource Management   Total Marks: 60

Instructions:
1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 (A) MCQ. (1 mark each. <u>All Compulsory</u>)   **(06)**

1. Strategic management process usually consists of __ steps.
    a) Four
    b) Five
    c) Six
    d) Seven
2. Which is NOT the External Factor in Environment Scanning?
    a) Media
    b) Political Aspect
    c) Technology
    d) Organizational Structure
3. Match the following-

List 1	List 2
a) Corporate Strategy	1) Multi domestic
b) International Strategy	2) Competitive Advantage
c) Business Strategy	3) 4 Es
d) Functional Strategy	4) Marketing Procedure

4. Which consulting company is associated with the concept of talent management?
    a) Price Waterhouse Coopers
    b) Boston Consulting Group
    c) Deloitte
    d) McKinsey
5. The focus of Human Resource Management revolves around"
    a) Machine
    b) Motivation
    c) Money
    d) Men
6. The concept of Total Quality Management was given by
    a) Edward Demings
    b) Henry Fayol
    c) F. W. Taylor
    d) Victor Vroom

                                                                                              (06)
(B) Do as directed. (1 mark each. <u>All Compulsory</u>)
1. Define Strategy.
2. What do you understand by talent management?
3. What is the full form of MBO?
4. State in one line the meaning of Business Process Reengineering.
5. What are the 4 elements in BCG Matrix
6. Briefly state the meaning of Green HRM.

Q.2 Answer the following. (4 mark each. <u>All Compulsory</u>)   **(12)**

A. Briefly explain SWOT analysis.
B. What is corporate strategy? Explain the 3 types of corporate strategy.
C. Explain various HR Strategies implemented by the organization.

Q.3 **Answer the following. (6 mark each. <u>Any Three out of Four</u>)** **(18)**

    A. Explain the PESTLE tool of Strategic Analysis with examples.
    B. Distinguish between Traditional HRM and Strategic HRM.
    C. Define Competency Mapping, explain the types of competencies and draw the diagram of Competency Mapping Process.
    D. What are the various challenges in implementing Strategies? Explain.

Q.4 **Answer the following. (9 mark each. <u>Any Two out of Three</u>)** **(18)**

    A. Explain in detail McKinney's 7S Model of Strategic Analysis.
    B. Explain the concept, nature and process of Strategic Evaluation.
    C. Explain the concept and process of Succession Planning in detail.