

PARUL UNIVERSITY
FACULTY OF COMMERCE
B.Com. (Hons) Winter 2019 – 20 Examination

Semester: 3

Date: 04/12/2019

Subject Code: 16104203

Time: 10.30 am to 1.00 pm

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. All Compulsory)**(06)****1. Match the following-****List 1**

- a) Corporate Strategy
- b) International Strategy
- c) Business Strategy 9
- d) Functional Strategy

List 2

- 1) Multi domestic
- 2) Competitive Advantage
- 3) 4 Es
- 4) Marketing Procedure

2. Human resource management is normally in nature

- a) Proactive
- b) Reactive
- c) Combative
- d) none of the above

3. Strategic thinking is a _____ process.

- a) Short term
- b) Long term
- c) Continuous
- d) All of the above

4. Identify the managerial function out of the following functions of HR managers.

- a) Procurement
- b) Development
- c) Organizing
- d) performance appraisal

5. _____ issues tend to be well disguised.

- a) Political
- b) Territorial
- c) Social
- d) Economical

6. Which consulting company is associated with the concept of talent management?

- a) Price Waterhouse Coopers
- b) Boston Consulting Group
- c) Deloitte
- d) McKinsey

(06)**(B) Do as directed (1 mark each. All Compulsory)**

1. Define Strategy.
2. What do you understand by Talent Acquisition?
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 All Compulsory) (12)

1. Explain SWOT analysis in Depth
2. What is corporate strategy? Explain the 3 types of corporate strategy.
3. Explain various HR Strategies implemented by the organization.

Q.3 Answer the following. (6 mark each Any Three out of Four) (18)

1. Describe Environmental Factor in Strategic Planning
2. Distinguish between Traditional HRM and Strategic HRM.
3. Define Competency Mapping, explain the types of competencies and draw the diagram of Competency Mapping Process.
4. What are the various challenges in implementing Strategies? Explain.

Q.4 Answer the following. (9 mark each Any Two out of Three) (18)

1. Explain in detail McKinney's 7S Model of Strategic Analysis.
2. Explain the concept, nature and process of Strategic Evaluation.
3. Explain the concept and process of Succession Planning in detail.