



K18P 0918

Reg. No. : .....

Name : .....

Third Semester M.Com. Degree (Reg./Suppl./Imp.) Examination, October 2018  
(2014 Admn. Onwards)

**COM3C15 : HUMAN RESOURCE MANAGEMENT**

Time : 3 Hours

Max. Marks : 60

SECTION – A

Answer **any four** questions in this Section. **Each** question carries 1 mark for Part (a), 3 marks for Part (b) and 5 marks for Part (c).

1. a) What is Management Development ?  
b) What are the objectives of Management Development ?  
c) Explain role play.
2. a) Explain the concept of Industrial Relations.  
b) What are the factors affecting Industrial Relations ?  
c) What are the objectives of Industrial Relations ?
3. a) What is Human Resource Management ?  
b) What are the objectives of HRM ?  
c) Explain the significance of HRM.
4. a) Define Performance Appraisal.  
b) What is 360 degree Performance Appraisal ?  
c) Explain the need for Performance Appraisal.
5. a) What is Training ?  
b) What are the stages of Training ?  
c) Explain various levels in Training Evaluation.
6. a) Explain the concept of Industrial Relations.  
b) What are the characteristics of Industrial Relations ?  
c) What are the objectives of Industrial Relations ?

(4×9=36)

P.T.O.



## SECTION – B

Answer the following questions. **Each** question carries **12** marks.

7. a) What is recruitment ? What are the sources of recruitment ?

OR

b) Explain in detail the process of performance appraisal. What are the different methods of Performance Appraisal ?

8. a) Explain the impact of globalization on Industrial Relations.

OR

b) **Case study :**

Employers brand refers to the image and reputation created and developed over the period by the employer with regard to treating employees, developing emotional bondage and maintaining harmonious and friendly relations with employees.

Employees speak very highly of their companies which create and maintain higher employer rank. Value of some companies is more than the money value mentioned in their financial statements due to employer brand i.e. intangible asset of the company and emotional capital of the company.

Employees in high employer brand companies prefer to work, commit to the organization, develop emotional bondage with the company, experience high order job satisfaction and identify themselves with the company.

Answer the following questions, considering the facts above :

1) How employer brand can be build ?

2) How the employer brand helps the companies to achieve their objectives ?

(2×12=24)