

National University of Computer and Emerging Sciences, Lahore Campus
FAST School of Management
Midterm Exam



Course:	Human Resource Management	Course Code:	MG 560
Program:	MS(SPM)	Semester:	Spring 2018
Duration:	60 Minutes	Total Marks:	50
Section:	A/ B	Weight	20%
Name:		Pages:	1
Roll:		Instructor:	Arslan Shoaib

Instruction/Notes: • **GIVE 1 PAGE ANSWERS ONLY**

Case Study

A bank installed special software that made it easier for its customer service representatives to handle customers inquiries. However, the bank did not otherwise change the service reps jobs in any way. Here, the new software system did help the service reps handle more calls. But otherwise, this bank saw no big performance gains.

A second bank installed the same software. But, seeking to capitalize on how the new software freed up customer reps time, this bank also had its human resource team upgrade the customer service representatives jobs. This bank taught them how to sell more of the bank s services, gave them more authority to make decisions, and raised their wages. Here, the new computer system dramatically improved product sales and profitability, thanks to the newly trained and empowered customer service reps. Today s employers want and need human resource practices like these that improve employee performance and company profitability.

Descriptive Questions:

- 1) **Identify**, specific Trend you observed here. What did company allow in second scenario and which function of HR did we see in action here[B.T 3, L.O 1]

Technology, Employee Empowerment, Training and Development

- 2) **Apply**, Job Analysis Steps to create 1 new position (e.g: Social Media Analytics Specialist) [B.T 3, L.O 2]

STEP 1: DECIDE HOW YOU LL USE THE INFORMATION

STEP 2: REVIEW RELEVANT BACKGROUND INFORMATION SUCH AS ORGANIZATION CHARTS, PROCESS CHARTS, AND JOB DESCRIPTIONS

STEP 3: SELECT REPRESENTATIVE POSITIONS

STEP 4: ACTUALLY ANALYZE THE JOB BY COLLECTING DATA ON JOB ACTIVITIES, WORKING CONDITIONS, AND HUMAN TRAITS AND ABILITIES NEEDED TO PERFORM THE JOB

STEP 5: VERIFY THE JOB ANALYSIS INFORMATION WITH THE WORKER

PERFORMING THE JOB AND WITH HIS OR HER IMMEDIATE SUPERVISOR

STEP 6: DEVELOP A JOB DESCRIPTION AND JOB SPECIFICATION

- 3) **Choose the correct tool** (provide reasons for your choice), A4Tech has experienced employment variations in past few years and needs to assess its future staffing needs. On the other hand, Dell needs to hit \$3 million annual sales target and a salesperson traditionally generates \$500,000 in sales yearly. Provide reasons behind choosing specific tools for your personnel forecast[B.T 3, L.O 3]

TREND ANALYSIS

RATIO ANALYSIS

- 4) **Apply**, Test, Content and Criterion Validity on Typing Test for Content Writer position to prove that it has high reliability[B.T 3, L.O 3]

Test Validity

The accuracy with which a test, interview, and so on measures what it purports to measure or fulfills the function it was designed to fill.

Content Validity

A test that is content valid is one that contains a fair sample of the tasks and skills actually needed for the job in question

Criterion validity

A type of validity based on showing that scores on the test (predictors) are related to job performance (criterion).

Reliability

The consistency of scores obtained by the same person when retested with the identical tests or with alternate forms of the same test.

- 5) **Determine**, which kind of Questions were asked in following scenarios, provide reasons for your chosen type: [B.T 3, L.O 4]
- o “What assignment was too difficult for you, and how did you resolve the issue?”
 - o “If I were your supervisor and asked you to do something that you disagreed with, what would you do?”
Behavioral Question
Situational Question