Graphic Era
HILL UNIVERSITY
Established by an Act of the State Legislature of Uttarakhand (Adhiniyam Sankhya 12 of 2011)
University under section 2(f) of UGC Act, 1956

End Term (Odd) Semester Examination November 2025

Roll no.............................

Name of the Course and semester: BBA, **3**
Name of the Paper: **HUMAN RESOURCE MANAGEMENT**
Paper Code: **BBA 303**

Time: 3 hour   Maximum Marks: 100

Note:
   (i)   All the questions are compulsory.
   (ii)   Answer any two sub questions from a, b and c in each main question.
   (iii)   Total marks for each question is 20 (twenty).
   (iv)   Each sub-question carries 10 marks.

Q1.   (2X10=20 Marks)
a. Compare the traditional personnel management approach with the modern HRM approach. CO2
b. Describe the steps involved in the selection process of employees. CO2
c. Assess the importance of HRM in achieving organizational effectiveness.CO3

Q2.   (2X10=20 Marks)
a. Identify recent trends in HRM practices and explain how they influence employee engagement. CO2
b. Prepare a sample job description and job specification for the role of "Marketing Executive." CO5 & CO6
c. Discuss the significance of management development programmes (MDPs) in enhancing leadership skills. CO2

Q3.   (2X10=20 Marks)
a. Examine the causes and implications of employee turnover on HR planning. CO3
b. Identify recent trends in HRM practices and explain how they influence employee engagement. CO2 & CO3
c. Discuss the relationship between training, job evaluation, and employee stock ownership plans (ESOPs). CO2

Q4.   (2X10=20 Marks)
a. Explain the difference between wages and salary with suitable examples. CO2
b. Illustrate how job rotation and coaching can improve managerial skills. CO3
c. Identify and discuss the key limitations of modern performance appraisal systems. CO2

Q5.   (2X10=20 Marks)
a. Assess how career planning contributes to employee motivation and retention. CO4
b. Design a fair and motivating compensation package for sales personnel in an FMCG company. CO5& CO6
c. Develop a simple recruitment process for a startup company hiring customer service executives. CO5&CO6

Note For the question paper setters:
   • Question paper should cover all the COs of the course.
   • Please specify COs against each question.