

SASTRA DEEMED UNIVERSITY
(A University under section 3 of the UGC Act, 1956)

End Semester Examinations

Nov 2025

Course Code: MGT211

**Course: FUNDAMENTALS OF HUMAN RESOURCE
MANAGEMENT**

QP No. :S1401-7

Duration: 3 hours

Max. Marks:100

PART - A

Answer any Four questions

4 x 20 = 80 Marks

1. Examine the changing role of HR managers in the modern business environment. How do HR policies, and practices shape organizational effectiveness?
2. Describe the process of human resource planning. Critically evaluate the challenges of talent management in the service sector with examples.
3. Discuss the process of TNA. Suggest suitable training methods for IT employees and justify your choice.
4. Compare and contrast different performance appraisal methods. Which method would you recommend for a start-up company and why?
5. Explain the factors influencing wage and salary administration. How can organizations balance internal equity and external competitiveness in compensation management?

6. Analyze the HR issues in the service sector with reference to attrition and retention. Suggest innovative HR practices to improve employee engagement and quality of work life.

PART - B

Answer the following

1 x 20 = 20 Marks

7. Case Study:

Recruitment and Training at FreshMart Retail

FreshMart, a rapidly growing supermarket chain, needed to hire 1,000 employees to support new store openings. HR launched a large-scale recruitment campaign through job fairs, online portals, and employee referrals. Although many candidates applied, the company struggled with high dropout rates during joining and early turnover in the first six months.

Exit interviews revealed that employees found the work stressful, hours long, and career prospects unclear. To address this, HR introduced pre-recruitment job previews, redesigned induction training, and launched career planning workshops to show clear growth paths. They also started skill development programs, such as customer handling and store management training.

Questions:

- a) Present the problems behind the case.
- b) Identify the main HR planning and recruitment challenges faced by FreshMart.
- c) How can realistic job previews reduce turnover?
- d) What role do training and career planning play in retaining employees in the retail sector?
