



Avinashilingam Institute for

Home Science and Higher Education for

Women

Deemed to be University Estd. u/s 3 of UGC Act 1956, Category 'A' by MHRD (now MoE)

Re-accredited with 'A++' Grade by NAAC. CGPA 3.65/4, Category I by UGC

Coimbatore - 641 043, Tamil Nadu, India

Continuous Internal Assessment Test I – February 2025

Semester-II

Class : I PG

Time: 2 hours

Major : I MBA- IT and Systems Management

Maximum Marks: 60

24MBMC12 HUMAN RESOURCES INFORMATION SYSTEM & MANAGEMENT

Course Outcomes:

At the end of the course, students will be able to:

1. Demonstrate the ability to apply learned knowledge to the real world.
2. Exhibit work behavior with competencies and skill sets to manage disruptions in Knowledge economy.
3. Generate reports from HRIS and analyse to solve people management issues.
4. Handle cross cultural and team based HR challenges to develop networked and virtual organizations.
5. Work as a strategic partner to analyse internal capabilities and create HR as a business enabler.

Part-A

Choose the Correct Answer

6x1=6

1. In the digital age, the role of HR has transformed to focus more on:
a) Data-driven decision-making
b) Routine administrative tasks
c) Manual record-keeping
d) Employee attendance tracking
CO1K1
2. HR disruptions can be managed effectively by
a) Virtual Reality
b) Artificial Intelligence
c) Analytics
d) Attitude change
CO1K2
3. Which of the following best describes the nature of manpower planning?
a) A short-term process to meet immediate staffing needs
b) A continuous process to forecast and fulfill workforce requirements
c) A financial budgeting activity
d) A process solely for downsizing employees
CO2K2
4. The purpose of job analysis is to:
a) Create marketing strategies
b) Understand job requirements and employee expectations
c) Forecast future financial needs
d) Train employees for managerial roles
CO2K2
5. HR metrics are primarily used to:
a) Evaluate employee engagement strategies
b) Measure and analyze HR performance
c) Develop marketing campaigns
d) Design workplace ergonomics
CO2K2
6. What is the formula for calculating employee turnover rate?
a) $(\text{Number of employees who left} / \text{Average number of employees}) \times 100$
b) $(\text{Number of employees hired} / \text{Average number of employees}) \times 100$
c) $(\text{Number of employees promoted} / \text{Average number of employees}) \times 100$
d) $(\text{Number of employees trained} / \text{Average number of employees}) \times 100$
CO3K2

Part- B

Answer All Questions

Each answer should not exceed 400 words or two pages

3x6=18

- 7.a. Discuss the evolution of human resource management (HRM) and its transition to Human Resource Information Systems (HRIS). Highlight key milestones in this evolution.
(or)
CO1K3

- | | | |
|------|--|-------|
| 7.b. | Critically assess the benefits and limitations of HRIS in managing HRM activities. Provide examples from real-world organizations to support your arguments. | CO1K3 |
| 8.a. | Define job analysis and discuss its significance in human resource management. How does job analysis contribute to effective recruitment and selection? | CO2K3 |
| | (or) | CO2k3 |
| 8.b. | Describe the process of manpower planning. Discuss how workforce forecasting and gap analysis play a critical role in the process. | |
| 9.a. | Differentiate between job description and job specification. How are these outputs of job analysis used in HR activities? Provide examples. | CO2K3 |
| | (or) | |
| 9.b. | Explain the role of HRIS in streamlining recruitment and HR administration processes. How does automation improve efficiency in these areas? | CO3K2 |

Part-C

Answer All Questions

3x12=36

Each answer should not exceed 800 words or four pages

- | | | |
|-------|--|-------|
| 10.a. | Discuss the importance of HR policies and strategies in the effective implementation of HRIS. How can HRIS help in ensuring compliance with organizational policies?. | CO1K5 |
| | (or) | |
| 10.b. | Explain the key steps involved in implementing an HRIS. What challenges might organizations face during the implementation process, and how can they overcome them? | CO2k3 |
| 11.a. | Discuss the contemporary challenges faced by HR professionals in job design due to advancements in technology and the rise of hybrid workplaces. | CO2K4 |
| | (or) | |
| 11.b. | Discuss the impact of internet-based recruitment on the hiring process. How have online job boards, social media, and AI tools transformed traditional recruitment? | CO3K4 |
| 12.a. | Hindustan Lever Limited is a reputed multinational company. It considers selection as an event in the total process of acquiring and developing managers. The company believes that the selection process must be consistent with other events in the total process for it to be effective. Hindustan lever has been one of the most favoured companies by the prospective candidates for managerial position. The selection process of the company can be broken into three steps: such as- Screening of application forms, preliminary interview, and final selection. | CO3K6 |

Screening of Applications Forms : In the first step the company usually receives a large number of applications for the positions advertised or through campus interview. Thereafter such applications are screened.

Preliminary interview: Preliminary interview is conducted for about ten to twenty minutes usually by one manager. During this brief personal contract, some time is spent in discussing the nature of the job, the future career possibility of the applicant and the company's policy in this regard.

Final Selection: This stage consists of two aspects-groups discussion and final interview. Group discussion is conducted in two stages. In the first group discussion, the chairman of the panel of selectors requests the group to select a subject which can be economic, political, social educational or even a lighter subject. In the second group discussion, a case is given. The board evaluates the candidates along the following factors: Style of self introduction by the candidate, his general knowledge and knowledge of his subject, clarity of thought and logic, lucidity of expression, tolerance of others views, persuasiveness and leadership qualities. After the group discussion, personal interview is conducted by the board. On the completion of the individual interviews, the board members held discussion among themselves and then arrive at a consensus.

Questions

1. Can you identify any specific HR strategies mentioned in the case study that contribute to Hindustan Lever's reputation as one of the most favored companies by prospective candidates for managerial positions?
2. Describe the three steps in Hindustan Lever Limited's selection process. How do these steps contribute to the effectiveness of the overall selection process?

