

6. The human resource Management helps to improve the.... CO4 K1
- a) Production c) power
b) Productivity d) Produce

Part B

Answer all questions (3*6 =18 marks)

- 7.a)Write a note on HR Planning process. CO1 K1
- or
- 7.b)Elaborate on Performance Appraisal Process in HR. CO3 K2
- 8.a)List out the Steps for Job Analysis. CO3 K2
- or
- 8.b)Write a note on Job Evaluation in HRM. CO3 K1
9. a)Write a short on the Key aspects of job design in HRP. CO1 K2
- or
- 9.b)Highlight the Job design Importance in HR. CO3 K2

Part C

Answer all the questions

(3*12=36 marks)

- 10.a)What is Job description, design a Job description for a job of your choice. CO3 K2
- or
- 10.b) Discuss about the Performance feedback process and its impact. CO2 K2
- 11.a)Explain the impact of Incentive Schemesneed for analysing performance effect. CO3 K1
- or
- 11.b)Elaborate Training: -Importance, Training Need Analysis. CO2 K2
12. a)Explain in detail about Selection and Placement process in HRM. CO3 K2
- Or
- 12.b)Explain the importances of HR Policies. CO1 K1

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**AVINASHILINGAM INSTITUTE FOR HOME SCIENCE AND HIGHER
EDUCATION FOR WOMEN, COIMBATORE**

CONTINUOUS INTERNAL ASSESSMENT – I

V SEMESTER

Class: III UG

Duration: 2 Hours

Major: BBA (RM)

Max. Marks: 60

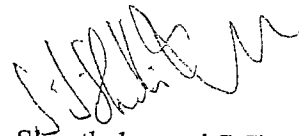
23BREPD5 - Retail 4.0 & 5.0

Answer ALL the Questions

4 X 15 = 60

1. Prepare Customer Persona for identifying the customer need of a new product of your choice.
2. How do google analytics support recommendation and promotion of products? Explain with examples.
3. Create a shopping journey for a product of choice.
4. How does RFID help in the IOT based inventory management system?

Prepared by


(Dr. Shanthakumari.S.S)