



Avinashilingam Institute for Home Science and Higher Education for Women
(Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956)
Re-accredited with 'A+' Grade by NAAC. Recognised by UGC Under Section 12B
Coimbatore - 641 043, Tamil Nadu, India

Master's Degree Examination –June 2021
IV Semester

Class : II MBA
Major : Tourism and Travel Management

Time: 3 Hours
Max. Marks: 100

17MTAC21B Strategic Human Resource Management

PART A
Choose the Correct Answer

10 x 1 = 10

1. HRD is a _____ process. K2
a. discontinuous b. continuous c. adhoc d. onetime
2. The first time idea of the entrepreneur is the _____. K1
a. Mission b. objectives c. vision d. goals
3. The processes of attracting, assessing, selecting, recruiting and on boarding job candidates is K1
a. E-performance b. E-recruitment c. E-employee profile d. E-training
4. A software or online solution for the data entry, data tracking, and data information needs of the Human Resources is K1
a. HRIS b. HRES c. MIS d. HRD
5. Assigning of the whole or specific HR activities to a specialized professional other than the in-house HR department is called as K2
a. expert sourcing b. SHRM c. Outsourcing d. insourcing
6. An agreement that unites two existing companies into one new company is called K2
a. Merger b. Acquisition
c. Forward integration d. Backward integration
7. The first stage of the career is K2
a. establishment b. invention c. experimentation d. exploration
8. A situation in which an employee has reached the highest position level in the company and has less to no possibility of a vertical promotion is known as K2
a. career plateau b. decline c. maturation d. Career saturation
9. _____ is a method of understanding and helping people. K1
a. Negotiation b. Treatment c. Counselling d. coaching
10. Which of the following is not an example of social welfare programs K3
a. Family allowance benefits b. Work injury benefits
c. Unemployment benefit programs d. salary

Part B
Answer ALL questions
Each answer should not exceed 400 words or two pages

5 x 6 = 30

- 11.a. Differentiate HRM from Strategic HRM. K2
(or)
- 11.b. Infer the HRM Functions. K2
- 12.a. Interpret the meaning of E-employee profile. K2
(or)
- 12.b. Generalise the issues in employee Privacy. K6
- 13.a. Compute the cross cultural dynamics between domestic and International HRM. K3
(or)
- 13.b. Outline the major issues to be dealt with in cross border mergers and acquisitions. K4
- 14.a. Categorise the different career stages. K4
(or)
- 14.b. Establish how an effective career development system can be designed. K3
- 15.a. Weigh the need for Employee counselling. K6
(or)
- 15.b. Illustrate the role of HR in counselling. K2

Part C
Answer ALL questions
Each answer should not exceed 800 words or four pages

5 x 12 = 60

- 16.a. Dramatise the role of HRD professionals. K3
(or)
- 16.b. Justify the importance of HRD program implementation and Evaluation. K5
- 17.a. Outline how E-selection and recruitment can be done. K4
(or)
- 17.b. Analyse the development and implementation of HRIS. K5
- 18.a. Express the HR issues in International Assignments. K6
(or)
- 18.b. Appraise the current challenges in outsourcing. K5
- 19.a. Demonstrate the importance of career motivation and enrichment. K3
(or)
- 19.b. Point out the meaning and types of Competency Mapping Models. K4
- 20.a. List and explain the skills required for effective counselling. K3
(or)
- 20.b. Estimate the importance of employee health and welfare programs. K3
