

Question Paper Code : 1716

M.B.A. (HR & IR) (Semester-IV) Examination, 2018

HUMAN RESOURCE DEVELOPMENT AND TRAINING

[HR-042]

Time : Three Hours]

[Maximum Marks : 70

Note : Answer **five** questions in **all**. **Question No. 1** is **compulsory**. Besides this, attempt **one** question from each unit.

1. Write short notes on the following : [3x10 = 30]
- (a) Succession planning
 - (b) Potential appraisal
 - (c) Competencies
 - (d) Job description
 - (e) Assessment centre
 - (f) Onboarding
 - (g) Training needs assessment

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(1)

[P.T.O.]

(h) Public Vs Crowd

(i) House journal

(j) Media campaigns

UNIT-I

2. Define Human Resource Development. Explain the objectives and functions of HRD. [10]
3. Discuss the five phase model of training procedure in detail. [10]

UNIT-II

4. What do you mean by 'Learning' ? Discuss the various methods of learning. [10]
5. Explain the communication process in training with suitable diagram. [10]

UNIT-III

6. How may the public relations practices help in the management of human resources ? What are the various functions of a public relations officer ? [10]
7. Discuss the process of public relations practices in an organization. [10]

UNIT-IV

8. Write a press release addressing a CSR event, organised by the HR department. [10]
9. What do you understand by advertising ? How can this tool be used in the recruitment process ? [10]

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