

# CBCS SCHEME



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16MBAHR405

## Fourth Semester MBA Degree Examination, June/July 2018 Strategic Talent Management

Time: 3 hrs.

Max. Marks:80

**Note:** 1. Answer any **FOUR** full questions from Q.No.1 to 7.  
2. Q.No. 8 is compulsory.

- 1 a. Define Strategic Talent Management. (02 Marks)  
b. Discuss the elements of talent friendly organizations. (06 Marks)  
c. Discuss various building blocks of talent management. (08 Marks)
- 2 a. What is Balanced Score Card (BSC)? (02 Marks)  
b. You have been informed to plan a succession management process in a manufacturing company. How do you do it? (06 Marks)  
c. How do you integrate succession planning and career planning? (08 Marks)
- 3 a. What do you mean by outplacement? (02 Marks)  
b. Discuss the essential elements of potential identification and development of talent. (06 Marks)  
c. Discuss various strategies to integrating coaching, training and development with talent management. (08 Marks)
- 4 a. What do you mean by competency? (02 Marks)  
b. Discuss various types of competencies in detail. (06 Marks)  
c. Explain 5 level competency models. (08 Marks)
- 5 a. What is BEI? (02 Marks)  
b. Develop a competency framework for your organization. (06 Marks)  
c. Discuss People Capability Maturing Model (PCMM). (08 Marks)
- 6 a. What is performance assessment? (02 Marks)  
b. Explain various sources of errors of performance measurement. (06 Marks)  
c. Design effective performance management system. (08 Marks)
- 7 a. What is In-basket test? (02 Marks)  
b. Differentiate assessment and development centre. (06 Marks)  
c. Design an assessment centre for your organization. (08 Marks)



Zenith pharma is a leading pharmaceutical company located in Bengaluru that started its operations in 1993. In last twenty year company has seen phenomenal growth in its sales revenue. Company has created a sound brand name for itself in the drugs, and clinical equipments.

The management clearly aware that the growth is due to the talented employees at key positions in the organization. In the year 2016, management witnessed sharp changes in the competitors strategies key talents at Zenith started leaving the company and joined its competitors. As a result of this trends, operations of Zenith started suffering. Management also witnessed that talents are leaving for better career opportunities. In this situation Mr. Ganesh M has joined Zenith as a general manager-talent management. Now he is having the following challenges to handle.

- a. Develop talent management process. (04 Marks)
- b. Have employee engagement initiatives. (04 Marks)
- c. Build employee retention strategies. (04 Marks)
- d. Set a career planning program for all employees (Discuss for one position). (04 Marks)

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