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GIET UNIVERSITY, GUNUPUR – 765022
B. B. A (Fifth Semester) Examinations, November – 2023
21BBAHR35006 – Talent Management

Time: 3 hrs

Maximum: 60 Marks

(The figures in the right hand margin indicate marks.)

PART – A**(2 x 10 = 20 Marks)**Q.1. Answer **ALL** questions

	CO #	Blooms Level
a. State the difference between Unidimensional vs Multidimensional talent.	CO1	K2
b. State the importance of employee retention in organization.	CO1	K3
c. Analyze the difference between Job description vs Job specification.	CO2	K3
d. Define the concept of Employer branding.	CO2	K2
e. Write the three organizational forces that enhance employee engagement level.	CO3	K2
f. Write the 3C's of employee engagement.	CO3	K2
g. Write the concept of voluntary turnover.	CO4	K2
h. Write the benefits of total reward.	CO4	K2
i. State at what time HR audit should be done by management.	CO5	K3
j. State the research techniques in HRA.	CO5	K2

PART – B**(8 x 5 = 40 Marks)**Answer ALL the questions

	Marks	CO #	Blooms Level
2. a. Explain the role of Talent Management in building Sustainable Competitive Advantage to a firm	8	CO1	K2
(OR)			
b. State the causes and consequences for Talent attrition.	8	CO1	K2
3.a. Explain the strategic trends in Talent Acquisition.	8	CO2	K2
(OR)			
b. Write a short notes on Job Specification.	8	CO2	K2
4.a. Employee Core competencies as an HR Tool. Sate your comment.	8	CO3	K3
(OR)			
b. Illustrate some important things required to achieve employee engagement.	8	CO3	K4
5.a. Explain the five elements can implement to help build a comprehensive staff retention strategy in company.	8	CO4	K4
(OR)			
b. Analyse the difference between career planning vs Succession planning	8	CO4	K4

6.a. Assuming you are required to conduct a HR audit interview in your organisation. Prepare a suitable questionnaire covering compensation and performance appraisal 8 CO5 K4

(OR)

b. Analyze the contemporary issues and challenges faced by Talent management. 8 CO5 K4

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