



K.R. MANGALAM UNIVERSITY

THE COMPLETE WORLD OF EDUCATION

Rollno.....

End Semester Examination, December 2024

Program-BBA (H.) – IIIrd Semester
TALENT MANAGEMENT (MCSP107)

Time: 2.5 hrs.

Max Marks: **50**

Note: **All Questions are compulsory.** Marks are indicated against each question.

PART-A

Q.1 *Attempt any five questions:*

- | | |
|--|----------------------|
| (a) Define Talent Management | [CO-1] [L-] 2 |
| (b) What is Employer Branding? | [CO-1] [L-] 2 |
| (c) What is the scope of Talent Management? | [CO-1] [L-] 2 |
| (d) Define Job Analysis | [CO-1] [L-] 2 |
| (e) What is Talent Retention? | [CO-1] [L-] 2 |
| (f) What is Exit Interview? | [CO-1] [L-] 2 |
| (g) Write a short note on Succession Planning. | [CO-1] [L-] 2 |

2x5

PART-B

- Q.2 How can you apply talent management practices to ensure alignment with an organization's broader strategic goals, especially during a major organizational shift? [CO-2] [L-] **10**

OR

Apply the Key objectives of Talent Management Strategy to your current or organization [CO-2] [L-] **10**
In today's scenario.

- Q.3 What are the key contemporary challenges in talent management analyze them and suggest The best practices to overcome them effectively? [CO-3] [L-] **10**

OR

Analyze the issues faced by talent management with the help of case of an organization [CO-3] [L-] **10**

- Q.4 What are the effective talent retention strategies used to analyze and strengthen the satisfaction of employees in organization?. [CO-4] [L-] **10**

OR

How do you track and analyze trends in exit interview data to identify recurring reasons for turnover and make necessary changes? [CO- 4] [L-] **10**

- Q.5 How the use of reward strategy help in retaining talent in organization. Also evaluate it and suggest ways for improvement. [CO-5] [L-] **10**

OR

Examine the challenges by faced by organizations in managing hybrid and gig workers.

