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MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION: MAY/JUNE - 2024
SEMESTER - III

Sub.: Strategic Human Resource Management (MHRM 307)

Date : 06/06/2024

Total Marks : 60

Time: 10.00am to 12.30pm

- Instructions:** 1) All questions are compulsory.
2) Figures to the right indicate full marks.
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Q. 1. Write Short notes on (Any Three) (15)

1. Criteria for effective HR Strategy
2. Strategic Fit
3. Strategic Challenges for HR
4. Benefits of Strategic Human Resource Management
5. Seven steps to strategic human resource management

Q. 2. Answer in detail (Any One) (10)

1. What role does SHRM play in achieving organizational goals and objectives?
2. What are Steps to Align HR Strategy with Business Strategy?

Q. 3. Answer in detail (Any One) (10)

1. What are the key components of a strategic HR plan, and how are they developed?
2. How does strategic human resource management (SHRM) differ from traditional HR practices?

Q. 4. Answer in detail (Any One) (10)

1. What role does HR technology play in supporting strategic human resource management?
2. What is the role of SHRM in Mergers and Acquisitions?

Q. 5. Case study (15)

ABC Corporation, a global technology firm, has been experiencing rapid growth over the past few years. As the company expands into new markets and diversifies its product offerings, the CEO recognizes the need for a more strategic approach to human resource management to support the organization's long-term success.

The HR department at ABC Corporation, led by the Chief Human Resources Officer (CHRO), conducts a comprehensive review of the company's current HR practices and identifies several areas for improvement. They realize that their current recruitment and selection process is not aligned with the company's strategic goals, resulting in high turnover rates and difficulties in attracting top talent.

After analyzing market trends and assessing the company's future workforce needs, the HR team develops a strategic HR plan focused on talent acquisition and retention. The plan includes initiatives such as:

Employer Branding Campaign: Launching a marketing campaign to enhance the company's employer brand and attract high-caliber candidates who align with the company's values and culture.

Targeted Recruitment Strategies: Implementing targeted recruitment strategies to source talent with specialized skills and experience needed for key roles in emerging markets and technology sectors.

Revamped On-boarding Process: Overhauling the on-boarding process to provide new hires with a comprehensive orientation program that emphasizes the company's mission, vision, and strategic objectives.

Employee Development Programs: Investing in employee development programs, such as leadership training and skills development workshops, to nurture talent internally and prepare future leaders for key positions within the organization.

Performance Management System: Implementing a performance management system that aligns individual goals with organizational objectives, providing employees with clear expectations and opportunities for growth and advancement.

As a result of these strategic HRM initiatives, ABC Corporation experiences a significant improvement in employee retention, productivity, and overall organizational performance. The company's reputation as an employer of choice strengthens, enabling them to attract top talent and maintain a competitive edge in the industry.

Question

- 1) How did the HR department at ABC Corporation identify the need for a more strategic approach to human resource management?
 - 2) What specific challenges did ABC Corporation face with its recruitment and selection process prior to implementing strategic HR initiatives?
 - 3) Can you discuss any challenges or obstacles ABC Corporation encountered during the implementation of its strategic HR initiatives, and how were they addressed?
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