



UNIVERSITY OF THE PUNJAB

B.S. 4 Years Program: Seventh Semester – 2020

Paper: Strategic Human Resource Management

Course Code: BBA-408

Part – I (Compulsory)

Time: 15Min. Marks: 10

Roll No. in Fig.

Roll No. in Words.

Attempt this Paper on this Question Sheet only.

Division of marks is given in front of each question.

This Paper will be collected back after expiry of time limit mentioned above.

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Signature of Supdt.:

Q.1. Encircle the right answer cutting and overwriting is not allowed. (10x1=10)

1. _____ describes how people within their organizations act individually or in groups.
 - A. AMO theory
 - B. Organizational behaviour theory
 - C. Human capital theory
 - D. None of these
2. The overall purpose of human resource management (or people management) is to ensure that the organization is able to achieve success through _____.
 - A. Finance
 - B. People
 - C. A & B both
 - D. None of these
3. The external environment consists of _____ and economic developments and competitive pressures.
 - A. Social
 - B. Political
 - C. Legal
 - D. All of these
4. Business Strategy is the direction and scope of an organization over the _____ term.
 - A. Longer
 - B. Shorter
 - C. Medium
 - D. None of these
5. A _____ is a chain of activities for a firm operating in a specific industry
 - A. Supply chain
 - B. Value chain
 - C. Operational chain
 - D. A & B both
6. Strategic flexibility is defined as the ability of the firm to _____ changes in its competitive environment.
 - A. Adapt
 - B. Respond
 - C. Adopt
 - D. A & B both
7. The life-cycle model is based on the theory that the development of a firm takes place in _____ stages.
 - A. Four
 - B. Five
 - C. Six
 - D. None of these
8. The concept of _____ covers both what has been achieved and how it has been achieved.
 - A. Motivation
 - B. Performance
 - C. Pattern
 - D. A & B both
9. Human capital management (HCM) is concerned with _____ on data that informs the direction of value-adding people management strategy.
 - A. Obtaining
 - B. Analyzing
 - C. Reporting
 - D. All of these
10. The main considerations to be taken into account in formulating HR strategies are achieving _____.
 - A. Horizontal fit
 - B. Vertical fit
 - C. Both A & B
 - D. None of these



ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED

Q.2. Give short answers of the following:

(10x2=20)

- I. Differentiate Hard and Soft HRM.
- II. Critically evaluate the concept of HRM.
- III. Define Strategy.
- IV. Explain core competencies or distinctive capabilities.
- V. Define sources and types of knowledge.
- VI. How cultural difference is a strategic issue for multinationals?
- VII. Define Bundling.
- VIII. Differentiate between convergence and divergence of HR policies.
- IX. What is the concept of corporate social responsibility?
- X. Define business Model.

Answers the following questions.

(3x10=30)

Q.3. Define strategic CSR? What does CSR activities include? Discuss characteristics of CSR strategy.

Q4. What is meant by engagement? How engagement and discretionary behavior is linked? What are the factors that influence employee engagement?

Q5. Define Resourcing? Discuss resourcing plans and retention strategies.