



MBA DEGREE EXAMINATIONS: NOV/DEC 2023

(Regulation 2021)

Second Semester

MASTER OF BUSINESS ADMINISTRATION

P21MBB2628: Talent Management

COURSE OUTCOMES

CO1: Demonstrate the knowledge of Talent Management Process

CO2: Interpret the impact of Talent Management practices on Organisational strategy.

CO3: Demonstrate an Understanding on Retaining the talent in the Organisation.

CO4: Identify and strategically formulate talent Management Tools

Time: Two Hours

Maximum Marks: 50

PART A (1 x 10 = 10 Marks)

- 1 VM Corporation, a pioneer in the competitive IT sector, has long been synonymous with innovation and technological prowess. The company has consistently positioned itself as an industry leader, attributing its success to a legacy of attracting and nurturing top-tier talent. VM Corporation's commitment to talent has not only fostered a culture of creativity but also propelled the company to push the boundaries of what's achievable in the ever-evolving tech landscape. However, recent developments have cast a shadow on the organization's stellar reputation as an employer of choice. Despite maintaining a robust talent acquisition process, VM Corporation finds itself grappling with a significant uptick in voluntary turnover. This concern is particularly acute among high-performing individuals – the very architects of the company's success. As the HR manager, propose a comprehensive talent retention strategy. Identify the challenges and provide strategic solutions to enhance employee retention. CO4 [K₆]

PART B (2 x 5 = 10 Marks)

- 2 a. Explain the key components and objectives of Human Resource Planning in Talent Management. How does effective HR planning contribute to organizational success? CO1 [K₂]
- 3 Outline the steps involved in the Selection process for managerial positions in CO3 [K₃]

Corporation. How can the organization minimize selection errors and ensure the reliability and validity of the selection process?

PART C (3 x 10 = 30 Marks) Internal Choice or Open Choice

- 4 Elaborate on the role of E-recruitment using various job portals in the recruitment plan for managerial/executive positions. Discuss the advantages, challenges, and strategies to optimize E-recruitment for attracting top-tier talent. CO2 [K₆]
- 5 Discuss the significance of integrating various aspects of rewards, such as monetary and non-monetary, in retaining talent. Analyze how this integrated approach contributes to sustainable talent management. COL3 [K₆]
- 6 Design a Talent Audit process for ABC Corporation. Discuss the steps involved, the role of Talent Audit in identifying key talent, and how it contributes to organizational excellence and role development. CO4 [K₆]
