

	Minor Examination Question Paper	Review Date:
	Department of Management and Commerce	Semester: VI Session: JAN - JUN 2025
	Programme: BBA/ B.COM Course Name: Talent Acquisition & Management Course Code: SMM 344	Maximum Marks: 25 Duration: 90 minutes
		Sheet 1 of 2

Instructions

- The paper has THREE Sections.
 - Section A has THREE questions of TWO marks each.
 - Section B has THREE questions of FIVE marks each.
 - Section C is Application Based and is of FOUR marks.
- There is **NO CHOICE** in this paper.
- Attempt one section fully before starting with a new section.
- This paper does NOT require use of any log/statistic table(s)
- This paper does NOT require use of any calculator.

Course Outcomes

CO1	Understanding of talent management and its system.
CO2	Describe the Life Cycle of Talent Management.
CO3	Classify the importance of Organizational Environment in managing talent.
CO4	Assess the Role of Information Technology in effective Talent Management Systems
CO5	Integrate knowledge about Talent Management, Corporate Restructuring, issues and best practices

SECTION A

Short Answer Type Questions
6 marks

Q#	QUESTION	Marks	CO#
1.	What are some effective employee retention strategies that organizations can use to keep their top talent?	2	CO2
2.	Describe some of the key cross-cultural challenges organizations face when managing talent in a globalized workforce?	2	CO1
3.	Discuss the significance of psychometric testing in modern talent management.	2	CO2

SECTION B

Long Answer Type Questions
15 marks

Q#	QUESTION	Marks	CO#
4.	The landscape of talent acquisition and management has been dramatically reshaped by technological advancements, globalization, and evolving workforce demographics. Discuss the multifaceted role of technology in modern talent acquisition, providing specific examples of how different technologies are being used to streamline the process, improve efficiency, and enhance candidate experience.	5	CO1
5.	Write Short Notes on the following: - Talent Acquisition Practices across organizations - Nurturing Future Leaders	5	CO2
6.	Explain the Zinger Model of Talent Management, detailing its key components and how they interact to contribute to effective talent management within an organization. Critically analyze the strengths and weaknesses of this model, highlighting its relevance in the dynamic business environment.	5	CO3

SECTION C

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Date:	Date:

Application Based Question / Case Study
4 marks

Q#	QUESTION	Marks	CO#
7.	<u>The Crossroads Cafe's Culture Clash</u> The Crossroads Cafe, a popular local coffee shop, prides itself on its laid-back atmosphere and strong community connections. However, recently, a noticeable shift has occurred. A new manager, Mr. Thompson, has been brought in to improve efficiency and profitability. He's implemented stricter rules regarding punctuality, dress code, and customer interactions. While some employees appreciate the increased structure, others feel that the cafe's unique, informal culture is being eroded. Long-time barista, Maria, feels stifled by the new regulations and misses the friendly talks with customers that was once encouraged. She's noticed a decline in employee morale and an increase in customer complaints about the "cold" atmosphere. Turnover has also increased, with several popular staff members leaving in recent months. Mr. Thompson, on the other hand, points to the improved sales figures as evidence that his changes are working. He believes that a more professional approach is essential for long-term success. The owner, Mrs. Johnson, is caught in the middle, unsure how to balance the need for profitability with the desire to maintain the cafe's unique character and positive employee relations Based on the above situation, answer the following questions: - What are the key issues contributing to the culture clash at The Crossroads Cafe? - What steps could Mrs. Johnson take to bridge the gap between Mr. Thompson's focus on efficiency and the employees' desire for a more informal and community-oriented workplace?	4(2+2)	CO2

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