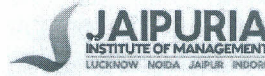


M

Modarabadi  
Set I



JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA  
PGDM / PGDM (M) / PGDM (SM)  
V TRIMESTER (Batch 2019-21)  
END TERM EXAMINATION, JANUARY 2021  
Set - I

Course Name	Managing People in Service Firms	Course Code	SHR504
Max. Time	2 Hours	Max. Marks	40 MM

**Instructions:**

- a. All the questions are compulsory and each carries 10 marks respectively.
- b. Be precise and objective in your answers.

**Q1.** In an advertisement of Tanishq, Tata Group enterprise, a short video clip was perceived in the manner that there has been rapid trolling and comments on social Social media. In fact there were numerous views coming from different corners on social media. The brand initially disabled the comments and liked section on you tube and finally withdrew the video. Social media augments the possible controversy and detriment to people management as well. Evaluate this situation with management perspective.

**Q2.** Byju 's is going to acquire Aakash Edu services by paying 1 bn dollar , the company has been able to raise funds. It has built upon its capability in recent times by making a massive outreach to customers. The capability has been responding to the rising demand due to COVID 19 also. This is a story where building capability silently is paying off and going to make Byju's a market leader." *Firms can directly influence its business and market position by virtue of capability building*". Explain your view point.

**Q.3** In 2009 Mumbai terrorist attack, Hotel Taj, Mumbai was badly affected both in terms of operations and businesses, the hotel shut down its operations and went forward for proper restructuring, Taj Group paid salary to its employees during entire period of shut down. Apply your understanding of Culture in this context.

**Q.4** Employees who are committed show less resistance to change, the silence can really be broken by creating platform for interaction, in fact firms can use unfreezing in which intense communication may emerge as one of the vibrant tools for managing change. The role of communication in Unfreezing is immense. Describe and relate the statement in context of Kurt Lewin Model.

-----

**JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA**  
**PGDM / PGDM (M) / PGDM (SM)**  
**V TRIMESTER (Batch 2019-21)**  
**END TERM EXAMINATION, JANUARY 2021**  
**Set – II**

Course Name	<b>Managing People in Service Firms</b>	Course Code	<b>SHR504</b>
Max. Time	<b>2 Hours</b>	Max. Marks	<b>40 MM</b>

**Instructions:**

- All the questions are compulsory and each carries 10 marks respectively.
- Be precise and objective in your answers.

**Q.1** The perspective of managing people has shifted from collective bargaining to individual bargaining. The rise of postindustrial society has caused the knowledge to be prime and preliminary. Managing people in service firms today has cultural context and multi perspective approach is needed. Managing people should be seen from the context of heterogeneous culture rather than homogenous. Explain with examples.

**Q.2** Social media is helping in sourcing efficient profiles; it is also saving initial cost by allowing firms to conduct first or second round online interviews. Further, social media has usage in getting reviews and feedback on their pages from employees. This act is adding value to employer branding as well. Social media also has extended its wings and employee background related information's are also collected through it. Firms are using Social media as it is becoming a great support and asset for firms Elaborate with examples.

**Q.3** Firms need to change rapidly in terms of their skills. They acquire skills through people acquisition and people learning. People upgrade their skills and that has significant contribution on business strategy. New skills add to the competency of people and firms. Analyze with suitable examples from industry.

**Q.4** Mentoring is more than coaching and counselling, a mentor has understanding that what kind of skills are required for delivering particular task or what can help the concerned mentee in firms so that his performance can go well. Mentoring leads to creating dual mutually beneficial relationships – one between the mentor and the mentee and second between the new employee and the organization. In the attempt to offer guidance and support to the mentee, the mentor garners his resources and skill set such that it benefits him in conjuring his technical base better which can be used by him in future. The Role of mentoring is critical in people management. Analyze

-----