

**JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA**

**PGDM (G/SM/M)**

**FOURTH TRIMESTER (Batch 2021-23)**

**END-TERM EXAMINATIONS, NOV, 2022**

**Set-I**

Course Name	Talent Acquisition	Course Code	HR 20322
Max. Time	2 hours	Max. Marks	40 Marks

**INSTRUCTIONS:**

- All questions are mandatory to answer.
- Please write legibly and precisely with examples

Employee Value Proposition is what we offer to our employees through a culture where they feel secure, safe and get an opportunity to grow in career with pace of time. At large it's all that are being offered to employees in organization whereas when an organization communicates this to outside world for attracting the best talent, that will be called employer branding. Tata Group has worked on building a culture of safety, security and of empathy. Also, Group is known for offering a significant social security to its employees and employees want to relate themselves with Tata Group. This consistent work on culture has led to disseminate the best practices outside. This led to building a powerful employer brand.

Q.1 Culture plays an important role in creating employee value proposition and employer branding use Tata Group example to elaborate EVP, Employee Branding and role of culture in it.

**(10 marks)**

Identifying employee skills is not an easy task, many times while hiring or even after hiring, organizations fail to synchronize skills, HRC IT solutions had been suffering from acquiring wrong skills. The company has started losing its businesses in last three years. CEO has been highly concerned and involved a reputed consulting for looking into this matter and offer an intervention. The hired consulting decided to use assessment as an important tool for this purpose.

Q.2 The practice of assessment helps in aligning employee skills with business goals. Discuss with examples about the six type of assessments?

**(10 marks)**

Mr Rajeev Shrivastava, Deputy General Manager, IRCON India got a call on his residence landline one day from KET Airlines office, while he reached home from office, his wife informed that there was a call from KET Airlines and they wanted you to meet their CEO today's night as he was in Delhi. It was a surprise for Mr Rajeev that how the meeting has been planned so informally. However, KET Airlines was one of the best private airlines, hence Mr Rajeev decided to meet the CEO in the same evening. He managed to reach KET Airlines office and CEO welcomed him with an offer of General Manager -Corporate HR with double salary. It was like a disruption for Mr Rajeev, no interview, no formal call and he got an offer letter directly. He accepted the offer and while he joined the airlines the first question that he asked from airlines CEO that he could have organized an interview in a formal manner for him but why such a haste offer to him, the CEO replied, when we need to acquire the Talent, we need to poach not approach.

Q.3 Poaching can help in effective Talent Acquisition Strategy. Analyze in context of above situation.

**(10 marks)**

In ABC IT pvt limited, HR went ahead for recruiting 20 SAP certified candidates. Once they were recruited and on boarded, they were sent to impart training to existing 100 computer engineers of ABC IT pvt limited. After this training program ABC had total 120 SAP skilled engineers. ABC went ahead to an existing client for a new business telling that they have also SAP skilled human resources hence they can work on SAP related projects also. The client offered a new business project of 5 crores. Next week, ABC CEO called for a party. The talent acquisition started for acquiring human resources finally adds business to ABC Ltd.

Q.4 In the context of above case let, explain how TA can pitch for new businesses of firms.

**(10 marks)**