

Time Allowed: 3 Hours

Maximum Marks: 100

Date:

**Strategic Human Resource Management
AIBP (Specialization)**

Roll No:

SECTION B: SUBJECTIVE

Attempt ALL Questions.

(40 Marks)

- Q2.** Explain the concept of Strategic Human Resource Management (SHRM) and its importance in achieving business objectives. State the five essential characteristics of SHRM and five roles of HRM practitioners in achieving these characteristics. **(12 Marks)**
- Q3.** What are the key characteristics of a high-performance culture, which helps an organization to develop and maintain such a culture while meeting its fundamental business needs? **(07 Marks)**
- Q4.**
- A.** Explain the concept of organizational culture. State the factors that influence organizational culture and provide examples of how national culture can impact organizational culture. **(08 Marks)**
 - B.** Explain how HR practitioners can contribute in creation and sustainability of a positive organizational culture that supports business objectives. **(05 Marks)**
- Q5.**
- A.** Explain the concept of "employer branding" in talent management. Discuss the key approaches required for developing an employer brand. **(04 Marks)**
 - B.** What is meant by "strategic integration" in the context of Strategic Human Resource Management (SHRM)? State its significance in achieving business objectives. **(04 Marks)**

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