

Enrollment No./Seat No.:

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER - III EXAMINATION - WINTER 2025

Subject Code: MB03092181

Date: 22-12-2025

Subject Name: Talent Acquisition and Management

Time: 10:30 AM TO 01:30 PM

Total Marks: 70

Instructions

- 1. Attempt all questions.**
- 2. Make suitable assumptions wherever necessary.**
- 3. Figures to the right indicate full marks.**
- 4. USE of SIMPLE calculators AND non-programmable scientific calculators are permitted.**

	Marks
Q.1 ALL 7 Questions must be Compulsory.	14
(a) Talent Pipeline	
(b) E- Recruitment	
(c) Competitive Advantage	
(d) Employer Branding	
(e) Total Reward	
(f) Reliability & Validity Tests	
(g) Poaching	
Q.2 (a) Explain the Objectives and Role of Talent Management in Building a Sustainable Competitive Advantage.	07
(b) Describe with examples , the key processes of Talent Management & their Interlinkages.	07
OR	
(b) As an HR Manager, you are asked to prepare a two year manpower plan for the firm. Briefly explain how will you forecast manpower needs for the company?	07
Q.3 (a) What are the different methods of Job Analysis? Explain how Job Description and Job Specification are developed.	07
(b) If you are hiring a Senior Level Manager in a conglomerate company, explain what recruitment strategies you need to formulate to ensure optimum selection of the candidate.	07
OR	
(a) Define Performance Management. Explain Methods of Performance Appraisal with examples.	07
(b) Explain how will an HR manager utilize talent management to drive culture of excellence & leadership development? What challenges he might face in this process?	07

- Q.4 (a)** What is Integrated Reward Philosophy? Explain Elements of a strategic compensation plan. **07**
- (b)** If you are an HR Manager of Tata Consultancy Services, and you notice an increase in voluntary turnover among high performing employees. Prepare a brief retention action plan for these employees. **07**

OR

- (a)** Your Company is revising its Reward Structure to Attract & Retain top talent. Design a short integrated framework combining Financial and Non Financial Rewards & Career Growth. Explain how each element supports talent management. **07**
- (b)** Design and Develop Sustainable Talent Management and Reward Model for an Educational Institute. **07**

Q.5 NovaTech Pvt. Ltd., a growing IT solutions company based in Ahmedabad, has built a strong reputation for its innovation and customer-centric projects. However, the HR team has noticed a worrying trend — nearly 25% of mid-level managers have resigned in the last year, citing limited career growth, work overload, and lack of recognition. The company's current reward system focuses only on monetary bonuses, while aspects like learning opportunities, work-life balance, and leadership development are ignored.

The HR Head has been asked to design a comprehensive talent retention and reward plan that aligns with NovaTech's long-term business goals. The management believes that non-financial rewards and career development initiatives might improve employee commitment and reduce turnover.

- (a)** What are the main reasons behind the rising employee turnover at NovaTech? **07**
- (b)** Suggest two non-monetary rewards that NovaTech could introduce to improve employee satisfaction. **07**

OR

- (a)** How can career development programs help NovaTech retain its mid-level managers? **07**
- (b)** Propose one short-term and one long-term strategy for building sustainable employee engagement. **07**
