

2107099

**MASTER OF VOCATION**  
**Management Entrepreneurship**  
**Subject: Managing Human Resources Management in Start-Ups**  
**Subject Code: MHR-902**  
**Semester: Third**  
**July 2021**  
**Theory (External): 70 Marks**  
**Time: 03 Hours**

**Instructions to the Students**

1. This Question paper consists of two Sections. All sections are compulsory.
2. Section A comprises 10 questions of objective type in nature. All questions are compulsory. Each question carries 2 marks.
3. Section B comprises 8 essay type questions out of which students need to do any 5. Each question carries 10 marks.
4. Read the questions carefully and write the answers in the answer sheets provided.
5. Do not write anything on the question paper.
6. Wherever necessary, the diagram drawn should be neat and properly labelled

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able to earn some profits for itself. Its reputation for product customer service has enabled the company to increase its customer base and product. The company offers visits to its customers to experience the way how fruits and veggies are grown at the farm and how they are being sent at their place for consumption, this has helped them to gain customer's trust on the products. The company with the thrust to grow further wants to hire freshers from the colleges nearby so that they can build a strong marketing team. Arnav wants to hire freshers but Adish is of the view that experienced marketing professional must only be hired.

- a) What would be the best way to hire sales personnel in this case?
- b) Do you think that freshers are easily adaptive to the company policies? Justify

====END OF PAPER====

**SECTION –A (SHORT/OBJECTIVE TYPE QUESTIONS)**  
(10x2=20 Marks)

- A Differentiate between Job description and Job specification.
- B List out the challenges faced by HR managers in start-ups.
- C Why ESOPs are offered in start-ups?
- D Write down the points to be considered while hiring freshers in start-ups.
- E What is the role of HRM in small businesses?
- F Define performance management.
- G What is man power planning?
- H What is the benefit of HRD?
- I What is role of bonus in motivating HR in start-ups?
- J Explain the role of placement agencies while recruitments in Start-ups.

**SECTION –B (ESSAY TYPE QUESTIONS)**  
(5x10=50 Marks)

- 1 'SMEs have a bright future in India as they help in development of the country' Justify. What is the function of HRM in SMEs?
- 2 Write a detailed note on the HR practices to be adopted in Start-ups to make it a success.
- 3 'A start-up company passes through a no. of phases for its growth' Explain the role of an effective leader in each stage of start-up.
- 4 What are the various initiatives taken by Government of India to promote start-ups in India? Elaborate.
- 5 'Recruitment is a positive process while selection is a negative process'. Discuss. What are the various steps in the process of selection?
- 6 Can gamification help the HR managers to attract more people towards the planned training programs?
- 7 What are the strategies adopted by HR for employee engagement in Start-ups? How is it difficult in case of virtual organizations?
- 8 Read the case and answer the following questions.  
Go organic, a start-up company of Arnav and Adish, for producing and selling organic fruits and veggies, has been into the business for the last four years. The company is adopting social media marketing to attract the customers to buy the products. It is able to attract few customers for itself by the campaign. With the continuous efforts it is