

## Essentials of HRM

September 2024 Examination

**Q1. How would you design and implement talent management strategies to effectively attract, develop, and retain millennial employees in your organization? (10 Marks)**

**Ans 1.**

### **Introduction**

In today's dynamic business environment, effectively attracting, developing, and retaining millennial employees is crucial for organizational success. Millennials, born between 1981 and 1996, are now the largest generation in the workforce, bringing unique perspectives, skills, and expectations. They seek meaningful work, continuous learning opportunities, and a healthy work-life balance. Therefore, talent management strategies must be tailored to meet their specific needs and

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**Q2. List down the key steps in designing a performance management system, and how does each of these steps enhance organizational effectiveness and employee development? (10 Marks)**

**Ans 2.**

### **Introduction**

A well-designed performance management system (PMS) is essential for enhancing organizational effectiveness and fostering employee development. By aligning individual performance with organizational goals, a robust PMS helps in identifying and nurturing talent, improving productivity, and driving continuous improvement. The key steps in designing an effective PMS include setting clear performance expectations, providing regular feedback, conducting performance appraisals, and offering development opportunities. Each step plays a crucial role in ensuring that employees are aware of their roles, receive the guidance needed to excel, and have

**Q3. Ashish Chandana is the gold medalist of batch 2022 who has passed out of an excellent B- School, in Marketing and Finance. He is lucky to have got a PPO in COVID time. He has been hired by a data analytics and research-based company (XYZ) as a Research Associate for data mining, researching, developing data driven solutions for the company's clients. Currently, he has been put in a team of five members who are working for an automotive giant of India. During the COVID, the company suffered an unmanageable loss of talented workforce as a result of mass exodus and migration of labour who had lost home and livelihood in lockdown. The client never wants to experience the disaster of facing the same crisis ever again. They want XYZ to develop a HR Management System that would suggest and encourage digitization and create a balance between optimal human warehouses and strategically increase their efficiencies. The client is very competitive but is pro people also. For understanding the organizational need strategically, a research roadmap is created. As a part of that, Ashish is required to develop, execute and present a comprehensive human resource strategy that must be presented to the top management team.**

**a. Identify the various HR functions which Ashish can include in his presentation for representing the HR strategy and why? (5 Marks)**

**Ans 3a.**

### **Introduction**

Developing a comprehensive human resource strategy is crucial for addressing workforce challenges and enhancing organizational efficiency. Ashish Chandana, a Research Associate at XYZ, is tasked with creating an HR strategy for an automotive giant to prevent future workforce crises. This strategy will include various HR functions essential for fostering a resilient, efficient, and people-centric work environment. By integrating digitization and strategic human resource management, the proposed strategy aims to balance workforce needs and organizational goals

**b. How do you think Ashish can convince the client for improving the organization's ability to attract and keep talented employees? (5 Marks)**

**Ans 3b.**

### **Introduction**

Convincing the client to improve their ability to attract and retain talented employees requires a strategic approach that highlights the benefits of investing in comprehensive HR practices. Ashish Chandana can leverage data-driven insights, industry best practices, and case studies to demonstrate how enhanced recruitment, development, and engagement strategies can lead to a more resilient and competitive workforce.