

Register No.: Name.:

SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

FOURTH SEMESTER MBA DEGREE EXAMINATION (R,S), MAY 2024 (2021 Scheme)

Course Code : 21MBA224

Course Name: Talent Acquisition Management

Max. Marks : 60

Duration: 3 Hours

PART A

(Answer all questions. Each question carries 2 marks)

1. Extend the significance of Skill Mapping in talent management.
2. Explain the term Employer Branding.
3. Explain the use of assessment centers for talent acquisition.
4. Define Employee Engagement.
5. List any four Contemporary issues in Talent management.

PART B

(Answer any 3 questions. Each question carries 10 marks)

6. Identify the role of HR in talent management.
7. Explain the process of Job Requisition with an example.
8. Examine the stages involved in Executive Development program with relevant examples.
9. Identify any six types of Employee Turnover with examples.
10. Explain the parameters to measure the contribution of talent to business performance.

PART C

(Compulsory question, the question carries 20 marks)

11. Enhancing Employee Retention through Talent Acquisition Management at BPO Company XYZ

Background:

BPO (Business Process Outsourcing) Company XYZ is a well-established organization that specializes in providing customer support services to a

diverse range of global clients. The company operates on a 24/7 work culture, catering to clients across different time zones and ensuring round-the-clock customer service. Despite its success and prominence in the industry, Company XYZ has been facing a significant challenge of high employee turnover, which is a common issue in the BPO sector.

BPO Company XYZ employs a large workforce comprising customer service representatives, technical support specialists, and other roles necessary to meet the demands of their clients. The nature of the work involves handling customer queries, resolving technical issues, and providing timely assistance across various communication channels such as phone, email, and chat. This demanding work environment coupled with the constant need for availability and adaptability can often result in employee burnout and job dissatisfaction, leading to high turnover rates.

- a) Identify the key factors contributing to the high employee turnover at BPO Company XYZ, considering the challenges associated with the 24/7 work culture. Discuss the methods and tools you would employ as a talent acquisition manager to analyze and assess these factors specific to the BPO industry. Provide specific examples to support your answer.

Marks (10)

- b) Develop a talent acquisition management strategy for BPO Company XYZ to enhance employee retention, taking into account the unique challenges associated with the 24/7 work culture. Outline the key elements and steps involved in designing and implementing this strategy.

Marks (10)
