

M.B.A. Semester—III Examination
PERFORMANCE MANAGEMENT
Paper—MBA/3306/H

Time : Three Hours]

[Maximum Marks : 70

Note :—(1) Solve **ALL** questions.

(2) Figures to the right indicate marks.

SECTION—A

1. (a) "Higher employees performance is the concern of management of the company in present global competitive environment." Elaborate. 14

OR

- (b) Performance management is a continuous process of identifying, measuring and developing the performance of individuals and teams and aligning performance with the strategic goals of organization. Discuss. 14

SECTION—B

2. (a) What is performance monitoring ? Explain its process and objectives. 7
(b) Global Food Ltd. is a large scale FMCG company. Mr. Satyaprakash GM-HR of the company wants to design effective performance appraisal for system for the sales staff of the company. Which method of performance appraisal could you suggest to Mr. Satyaprakash MBO or 360° performance appraisal ? Why ? Which factors will you consider in selected method ? 7

OR

- (c) What is horn and halo effect in performance appraisal ? How to avoid common rating errors ? 7
(d) Advent Ltd. is a reputed company in consumer durable industry having 6000 employees. At end of the year it has been found that performance appraisal rating of 15 employees from production department is very poor. So, Head HR decided to monitor the performance of these employees. You being an HR manager, how will you monitor the performance of these employees ? 7
3. (a) What is performance counseling ? Explain its features and process. 7
(b) Competency mapping is one part of performance management system. It motivates employees for enhancing performance. As HR manager how can you say that competency based performance management is better than other methods ? Justify. 7

OR

- (c) What is performance management system ? Explain its nature and objectives. 7
(d) Suppose you have joined an old organisation, where management is very autocratic, only coercive power is being used for getting work done. How will you design effective performance management system for this organization ? 7

SECTION-C

4. (a) Discuss the challenges to performance management and ways to overcome these challenges. 7
- (b) Explain the determinants and elements of performance management. 7

OR

- (c) Explain the imperatives and antecedents of performance management. 7
- (d) Describe the different models of performance management in brief. 7

SECTION-D

5. Traverse advertising is a reputed advertising firm based at Amravati. Mr. Tarun and Mr. Punit are working there as executive creative designer. They both report to Mr. Abhimanyu Singh, Head of Creative Designing.

Mr. Punit is a very hardworking and sincere employee, he always completes his target on time and possesses all the skills required for his job. He is very prompt and follows all the administrative and HR rules and regulations of the firm. He has very friendly and cordial relations with his colleagues.

Mr. Tarun has very rude attitude towards his colleagues but he maintains warm relation with his boss Mr. Abhimanyu.

Tarun always procrastinates the work but he butters up the boss. Help his boss in personal work. At end of the year in performance appraisal rating, Tarun got higher rating than Punit and got promoted.

Punit discussed this issue with Boss, Mr. Abhimanyu, but Mr. Abhimanyu ignored him. Now Punit has got disappointed and wants to leave the job.

Questions :

- (a) Analyse the above case. 4
- (b) Ethics and performance can co-relate to each other. Do you agree ? Justify with relation to the above case. 5
- (c) Comment on the behaviour and ethical standards of Mr. Punit, Mr. Tarun and Mr. Abhimanyu Singh. 5