

VPM's
DR VN BRIMS, Thane
Programme: MMS (2016-18) (HR)
Third Semester Examination October 2017

Subject	Employee branding and employer value proposition		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	1	Date	26.10.2017

Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.

Q1) 20 Marks (Compulsory)

With reference to Employee branding, explain with Spread-sheets / Excel sheets, how you will analyze the effectiveness of individual methods of recruitment

Attempt Any FOUR from the Remaining SIX Questions

Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) What do you mean by a brand?
- b) What is meant by internal branding (from the perspective of HR function of organizations?)
- c) What is brand personality?

Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) What is branding in Human Resource Management?
- b) WHAT IS EMPLOYER VALUE PROPOSITION?
- c) What is purpose of induction process?

Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) What is brand differentiation?
- b) Explain how induction is carried out in leading organizations?
- c) How do you measure the health of the employer brand?

Q5) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Mention any three ways to differentiate your brand
- b) Why does employer branding matter?
- c) How does the strength of the brand affect the company's manpower costs?

Q6) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Mention some proverbs by leading companies regarding their employer brand?
- b) WHAT DO POTENTIAL EMPLOYEES LOOK FOR IN AN ORGANISATION?
- c) How does an organization attract prospective employees?

Q7) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Mention some advantages of creating great employer brands?
- b) Mention some typical methods of recruitment?
- c) How do you build a brand from the inside?