

VPM's
DR VN BRIMS, Thane
Programme: PGDM (2018-20)
Trimester V Examination January 2020

Subject	EMPLOYER BRANDING AND EMPLOYEE VALUE PROPOSITION		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	1	Date	03.01.2020

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) How do you measure the health of the employer brand?
- b) What is meant by internal branding (from the perspective of HR function of organizations)?
- c) What is purpose of induction process?

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 brand personality?

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) Explain what do you mean by a brand

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

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

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

- a) Mention some proverbs by leading companies regarding their employer brand?
- b) How do you build a brand from the inside?
- c) How does an organization attract prospective employees?

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

- a) Mention some typical methods of recruitment?
- b) Mention some advantages of creating great employer brands?
- c) What do potential employees look for in an organization?