**VPM's**
**DR VN BRIMS, Thane**
**Programme: MMS (2024-26)**
**Third Semester Regular Examination November 2025**

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| **Course Name:** | **Artificial Intelligence (AI) in Human Resource Management** | **Course Code** | **MMS-H305** |
| **Roll No.** | | **Marks** | **30** |
| **Total No. of Questions** | 3 | **Duration** | **1 Hour** |
| **Total No. of printed pages** | 2 | **Date** | **10.11.2025** |

**Course Outcome Statements:**

1.**Define** artificial intelligence – AI, Machine learning, its evolution and Recall functions of HRM.
2. **Understand** the concepts of Artificial Intelligence (AI) and relate its applications in Human Resource Management (HRM).
3. **Apply** AI driven tools and techniques in across various HR functions.
4. **Analyse** how AI enhances various HR functions and its ethical -legal consideration.
5. **Evaluate** the impact of AI-powered HR analytics and process automation across HR functions.
6. **Design** AI-integrated HR solutions addressing HR functions for a future-ready workforce.

| **Instructions: -** | | | **Marks** | **BL** | **CO** |
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| **Q. No 1** (All Questions are Compulsory) | | | | | |
| **Q. No.** | | **Questions** | | | |
| **Q. 1** | | Case/Case-let Study / Answer the following | | | |
| | | T-Mobile wanted an efficient way to build more diversity, equity, and inclusion (DEI) throughout the organization, according to a case study.<br><br>The telecom company wanted to ensure that its recruitment messaging was inclusive with wording that would be welcoming to everyone. T-Mobile employed Textio's AI-based solution to optimize their recruiting and ensure that recruiting language could help the company engage more candidates and make faster progress on its diversity goals.<br><br>The T-Mobile team incorporated Textio throughout their recruiting workflow — in job posts, recruiting emails and employer branded content — to aid everyone who communicates with candidates with inclusive language guidance. T-Mobile also integrated Textio directly into Workday, allowing recruiters and hiring managers to edit job descriptions with Textio suggestions in their applicant tracking systems.<br><br>"We wanted to ensure our job descriptions and recruiting language were as inclusive as possible, to ensure we're bringing on the right people and helping with our diversity metrics," says Lacey Foster, manager of talent acquisition programs, T-Mobile.<br><br>**Results**<br><br>1. 17% more women applicants with a neutral tone | | | |

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| | | 2. Positions filled an average of five days faster<br>3. Collateral material improved HR team's knowledge of DEI issues | | | |
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| | | **Answer the following with respect to the case above–**<br>**i. Explain** why do you think the company needed to shift toward an AI-based HR platform?<br>ii **Evaluate** in what ways did integrating Textio into the applicant tracking system enhance process automation and decision-making for recruiters and hiring managers? | **10** | **Level 5** | **CO5** |
| **Q. 2** | | Answer the following | | | |
| **a** | **i** | An organization invests in AI-based performance management, but employees and supervisors continue to use manual methods. HR needs to improve adoption and trust in AI-based tools.<br><br>**Examine** the challenges of AI adoption considering organisational and structural challenges.. | **5** | **Level 4** | **CO4** |
| | **ii** | In the US, the EEOC (Equal Employment Opportunity Commission) has strict rules against discrimination in hiring. Companies should follow the legal and compliance aspects to ensure fairness and protect people's rights in HR processes..<br><br>**Identify** legal & compliance aspects of AI in HRM. | **5** | **Level 3** | **CO3** |
| | | **Or** | | | |
| **b** | **i.** | IBM Watson Talent Frame work uses AI to match employees' skills and experiences with leadership competencies.<br><br>**Analyze** the role of AI tools in identifying and developing employees for effective succession planning. | **5** | **Level 4** | **CO4** |
| | **ii** | A predictive analytics tool at TechNova Pvt. Ltd. identifies that employees with low engagement scores and limited learning opportunities are at a high risk of leaving within the next quarter**.**<br><br>**Utilize** these predictive insights to develop an HR action plan that could help reduce employee attrition and improve retention. | **5** | **Level 3** | **CO3** |
| **Q. 3** | | Answer the following | | | |
| **a** | **i** | **Explain** the evolution and adoption of of AI in HRM. | **5** | **Level 2** | **CO2** |
| | **ii** | **How** AI-Based Resume Screening & Applicant Tracking Systems (ATS) functions? | **5** | **Level 1** | **CO1** |
| | | **Or** | | | |
| **b** | **i.** | **Explain** the role of AI in employee engagement. | **5** | **Level 2** | **CO2** |
| | **ii** | **What** are the different features of chatbots and virtual assistants. | **5** | **Level 1** | **CO1** |