

FINAL ALTERNATIVE ASSESSMENT

(COVER PAGE)

Session	:	<u>August 2020</u>
Programme	:	<u>Diploma in Business (DIB) Diploma in Marketing (DMKT) Diploma In Finance (DIF)</u>
Course	:	<u>HRM2100: Fundamentals of Human Resource Management</u>
Date of Examination	:	
Time Start	:	<u>December 10, 2020 (Thursday) @ 10.00 am</u>
Time End	:	<u>December 11, 2020 (Friday) @ 10.00 am</u>
Duration	:	<u>24 Hours</u>
Special Instructions	:	
		<u>Answer ALL questions.</u>
Materials permitted	:	<u>Nil</u>
Materials provided	:	<u>Nil</u>
Examiner(s)	:	<u>Claudine Shalini, Ng Huey Miin, and Vasanthakumar and Mohd Saidi Bin Abdul Syarif</u>
Chief Moderator	:	<u>Ihsan Mahmood</u>

This paper consists of 7 printed pages, including the cover page

DIPLOMA IN BUSINESS PROGRAMME (DIB)
 DIPLOMA IN MARKETING PROGRAMME (DMKT)
 DIPLOMA IN FINANCE PROGRAMME (DIF)

HRM2100: FUNDAMENTALS OF HUMAN RESOURCE MANAGEMENT
 FINAL ALTERNATIVE ASSESSMENT: AUGUST 2020 SESSION

Semester	AUGUST 2020	Module Code	HRM 2100
Module Title	Fundamental Human Resource Management		
Coursework Structure	Take Home Assignment	Assignment Weighting	40%
Assignment Title	Essay		
Coursework Submission Deadline	Date: Time: (24hours) Method: Safe Assign via Blackboard		

Assessment Criteria
Learning Outcomes: Knowledge and Understanding tested in this assignment:
<ul style="list-style-type: none"> • CLO1: Demonstrate understanding on the impact of HRM on business and organization. [A3/PLO9] • CLO2: Explain on the concepts related to HR Roles, job analysis, HR planning and Forecasting. [C2/PLO1] • CLO3: Discuss the theories and processes of Human Resource Management in organization. [C2/PLO1] • CLO4: Propose recommendations based on the analysis of HR issues faced by business organization. A3/PLO8]

Instructions for students please read and follow
If anyone found to not adhere to this instructions will be penalized
<ol style="list-style-type: none"> 1. You have exactly 24 hours to solve the exam. The exam starts now – 10am (10th December 2020) and ends at 10am (11th December 2020). Your answer should be uploaded to the final exam assessment safe assign folder by 10 am (11th December 2020) 2. ABSOLUTELY NO EXTENSIONS. Late submission will be will be subjected to a marks deduction of 50%. 3. The exam MUST be taken completely alone. Any discussion among classmates or other students in the course or senior course mates who have completed this course is forbidden.

4. You may NOT consult any external resources. This means NO Internet searches, materials from other classes or books or any notes you have taken in other classes etc. You MAY NOT use Google or any other search engines for any reason. You MAY NOT use any shared Google documents.

5. Any source taken from books, notes etc HAS TO BE CITED with referencing, DO NOT COPY AND PASTE but write in your own understanding and paraphrase.

6. **PARAPHRASING TOOLS are NOT ALLOWED**, any answers detected using PARAPHRASING TOOL will be automatically awarded 0 marks.

7. Answer Format

- Your answers **MUST BE TYPED using Microsoft Words**. Your answers should be arranged in sequence (starting with Q1a, Q1b, Q2, etc.) and labelled properly.
- Your answer should adopt the format of an academic piece of report work. Write in fluent, formal English.
- You are required to produce your answers within the required word counts as stated at every question.

8. Additional requirement to the overall answer presentation

- a. Student ID Number on each page (Header).
- b. Page number on each page (Footer)
- c. Font type: Arial
- d. Font size: 12
- e. Line spacing: 1.5

9. SafeAssign

- a. You are required and given **ONE (1)** attempt to submit your work to SafeAssign via Blackboard. The similarity should not exceed **25%**.
- b. Should the similarity exceeded 25%, penalty will be imposed as per below measurement:
 - 0%-25% -- no penalty
 - 26%-50% --30% deduction from total grading
 - 51%-80% -- 50% deduction from total grading
- c. **PLEASE TAKE NOTE:** Only **Microsoft Word Document File Format is ACCEPTED**. Any other **FORMAT UPLOADED WILL NOT BE MARKED!**

10. Marking is based on **QUALITY** of your answers the more **UNIQUE/CREATIVE/ORIGINAL** your answer is the **BETTER YOU SCORE!**

11. **NO REQUEST** of help or a second chance **will be entertained** IF PLAGIARISM RATE is MORE THAN 25%. Automatically marks WILL BE DEDUCTED.

The title of the assignment: Essay on Fundamentals of Human Resource Management

The essay tests your insights and in-depth understanding of HRM issues as covered in the module.

Instructions: This assignment consists of **3 Case Study (6)** essay questions. Answer **ALL** questions.

Case Study Scenario 1

You have been working at Media Prima Berhad as a HR executive for 3 years already. Your main responsibility is to ensure that the companies recruiting strategies and recruiting methods are relevant to your company's requirements.

Recently you have been receiving serious complaints from various department managers in your organization about the recruiting and selection strategies. These department managers face many challenges in determining which is the right process of selection that they should be following and using.

As the HR executive and the recruiter of the company it is your responsibility to identify the reasons for this complaint thus you conducted your investigation and found that there are 3 different processes that is being implement by the company in terms of the selection process. Hence this has caused confusion among the department managers.

Therefore, in order to solve this problem, you plan to start a selection project by standardizing selection strategy in order to ensure a smooth selection process.

In addition, department managers also noticed that employees selected to be part of the organizations are incompetent and not meeting the companies' requirements in terms of productivity. As the HR executive discuss and plan with your team the most crucial steps in proper selection planning.

Question 1

- (a) You are required to discuss **FIVE (5)** suitable selection process steps that can help reduce the number of incompetent employees being hired in Media Prima. Ensure that your answers are justified with clear related explanation and supported with relevant examples. **Your answer should not be more than 600 words.** (15 marks)

Question 2

- (b) In addition, you are required to discuss **FIVE (5)** suitable selection tests that can help reduce the number of incompetent employees being hired in Media Prima. Ensure that your answers are justified with clear related explanation and supported with relevant examples. **Your answer should not be more than 500 words.** (10 marks)

Total (25 marks)

Case Study Scenario 2

You are the Human Resource (HR) Manager for a Neighborhood Shopping Mall. Due to the COVID-19 pandemic recently there was an increase in the number of customer complaints about Neighborhood Shopping Mall's management service employees. Customers were unhappy about how the mall operators are not following the government guidelines and proper SOP's for social distancing, sanitization and wearing mask at the mall premise.

Some customers even posted their unhappy comments on Neighborhood Shopping Mall's FB and Instagram page stating that their mall staff are incapable of managing and ensuring all Mall patrons are following and adhering to the government SOP's.

Upon investigation, you found out that all employees at the call centre have not undergone proper training on the government SOP's on mall management in helping curb Covid-19.

As the HR Manager in the company you were called for an emergency meeting to address this issue. In the meeting the Vice President requested for HR department to conduct appropriate interviews to understand what are the problems faced by the Mall employees in order to solve this problem as soon as possible

In addition, the Vice President also requested for HR to plan a proper training process for these employees to ensure they are well trained in handling the mall management and operations to avoid further dissatisfaction and complaints from the Mall patrons.

Question 2

- (a) You are required to use the **FIVE (5)** Steps in the Training Process Cycle to develop an effective Training Program for the Neighborhood Shopping Mall management. Justify your answer with clear discussion and relevant examples. **Your answer should not be more than 500 words.**

(10 marks)

- (b) In addition, you are also required to discuss **FIVE (5)** suitable interview methods to be implemented to understand what are the problems faced by the mall employees. Ensure that your answers are justified with clear explanation and relevant examples. **Your answer should not be more than 700 words.**

(15 marks)

Total (25 marks)

Case Study Scenario 3

As the HR Director in Japan Tobacco International, you have been receiving some written feedback about the annual performance appraisal from the various employees in the organization. Employees were making serious allegations that the yearly exercise of performance appraisal is just a ritual with their direct reporting managers. According to these employees their direct managers are not following and executing the proper diligent process of performance appraisal. In addition, you also found out that some of the employees were expressing these negative comments on the company's social media page and online forum complaint platform as well.

As a HR Director, you are well aware that the current situation is not healthy for the organisation. Hence, you are now considering a way to send the correct concept of performance appraisal and its importance to all managers. You know that you need to convince the managers because they are the middle line management who deals directly with the employees.

At the same time, your HR Manager report to you that quite a significant number of employees have expressed their grievances about their salary and compensation. These employees were dissatisfaction with their salary as it is much lower compared to the market rate. Your HR Manager suggested to you the HR team is keen on conducting a survey to establish a competitive market pay plan.

After much discussion, you have decided to conduct a survey to establish a competitive market pay plan and educate the department managers on the importance of performance appraisal.

Question 3

- (a) As a HR Director, you are to write an email to all the Department managers. In your email, you need to explain and justify to the department managers on the **FIVE (5)** importance of performance appraisal to the organisation. Provide suitable examples to **convince** the department managers. **Your answer should not be more than 800 words.**
(25 marks)
- (b) As a HR Director, you need your team to understand the current factors that are influencing the pay structure of the organisation. Draft an email to your HR team, to explain the **FIVE (5)** factors that determine the salary structure of an organization. Support your explanation with relevant examples. **Your answer should not be more than 800 words.**
(25 marks)

Total (50 marks)

~The End~

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