

Register No.: Name.:

SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

PhD EVEN SEMESTER EXAMINATION, MAY 2023

Course Code : 21MBA224

Course Name: Talent Acquisition Management

Max. Marks : 60

Duration: 3 Hours

PART A

(Answer all questions. Each question carries 2 marks)

1. Define Talent Management.
2. Determine the functions of Boolean Operators?
3. Discuss the socialization process with the help of a flow chart.
4. Explain the methods used to overcome talent departure.
5. Evaluate the importance of talent metrics in Talent management.

PART B

(Answer any 3 questions. Each question carries 10 marks)

6. Identify the transformational dimensions of Talent Management and its components.
7. Discuss the potential use of social media for talent sourcing
8. Explain the role of assessment centre in sourcing the right talent with relevant example.
9. Explain the steps to design employee engagement strategies.
10. Summarize the contemporary issues in Talent Management.

PART C

(Compulsory question, the question carries 20 marks)

11. StellarTech is a leading technology company that specializes in software development and IT consulting services. With a highly competitive talent market, the company recognized the importance of establishing a strong employer brand to attract and retain top talent. StellarTech embarked on an employer branding initiative to differentiate itself as an employer of choice and enhance its talent management strategies. By aligning their values, culture, and unique offerings, StellarTech successfully built a powerful employer brand that had a significant impact on their talent acquisition and management outcomes.

Implementation and Results:

StellarTech's employer branding journey began with a thorough assessment of their internal culture, values, and employee experience. They identified their key strengths and unique selling points that would resonate with potential candidates. Using this foundation, StellarTech developed a comprehensive employer branding strategy that encompassed various touchpoints, including the company website, social media presence, employee testimonials, and recruitment marketing materials. They highlighted their commitment to innovation, employee growth and development, work-life balance, and a collaborative work environment.

As a result of their employer branding efforts, StellarTech experienced notable benefits in their talent management processes. Firstly, their ability to attract high-quality candidates improved significantly. The strong employer brand positioned StellarTech as an employer of choice in the industry, leading to an increased influx of applications from top-tier talent. This allowed the company to be more selective in their hiring process and ultimately resulted in higher-quality hires.

Secondly, StellarTech witnessed a positive impact on employee engagement and retention. The employer branding initiatives helped create a sense of pride and belonging among existing employees, leading to increased loyalty and reduced turnover rates. Employees felt a stronger connection to the company's values and were motivated by the opportunities for growth and development. This, in turn, enhanced the overall talent management experience, as engaged and satisfied employees contributed to improved productivity and higher levels of performance.

a) Select and identify, How did StellarTech's employer branding initiatives specifically contribute to attracting high-quality candidates and improving the talent acquisition process Marks (10)

b) Identify In what of ways the successful development of an employer brand positively impact employee engagement and retention at StellarTech, and how did it enhance the overall talent management experience within the organization? Marks (10)
