**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

**SECOND TRIMESTER (Batch 2020-22)**

**END TERM EXAMINATION, FEBRUARY-2021**

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| Course Name | **Managing Human Resources** | Course Code | **HR 201** |
| Max. Time | **2 hours** | Max. Marks | **40** |

**INSTRUCTIONS:**

**INSTRUCTIONS:** All questions are compulsory. Each question is of 10 marks. **Any similarity with any internet based content or answers of your peer group submissions, would result into getting an ‘F’ grade in the exams**. **All answers need to be typed in MS Word only and submitted via Moodle link.** No scanned copy or attachments will be accepted.

**Instructions for the Tasks**: Please find below two profiles for 1) Territory Sales Manager and 2) Store manager for one of the leading telecommunications company in India.

Choose any one position out of the two mentioned below. Your answers to all questions/tasks asked below would be based on this chosen position only.

Your tasks are outlined below-

**Q 1.** Develop a Job Specification (JS) for any one position, based on the information provided in the Key Result Areas section.

**Q 2**. For your chosen position (for developing JS), suggest recruitment methods and selection methods. Provide your rationale behind choosing the methods

**Q 3.**

A). Design a two days’ induction training program for the candidates who would be hired (for your chosen position only).

B). On the basis of learnings from performance management, also suggest any four parameters on which the performance of this employee should be judged. Provide your reasons as well.

**Q 4.** Suggest a compensation and benefits structure for the chosen position, keeping in view the CTC. This structure should have at least ten components (a mix of monetary and non-monetary).

**Profile A. Territory Sales Manager**

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| **Role**  | Territory Sales Manager (TSM) |
| **Function / Department**  | Sales & Distribution |
| **Job Purpose**  | TSM appoints and manages Channel Partners to effectively service retailers, expand distribution and strengthen trade relationship and conducts rigorous performance reviews in his territory. He/She is responsible for Salesmen & Distributor capabilities for market extraction - acquisitions and revenue. |
| **Key Result Areas/Accountabilities**  | 1. Deliver revenue & sales targets
2. Appoint and manage Channel Partners in defined market geography
3. Ensure distributor 3i - infrastructure (office, DSE, computer), investment (working capital) & involvement (ways of working, processes) for reliable & effective service and winning against competition
4. Expand town coverage and distribution outlets to build extraction intensity
5. Visit markets/distributors to strengthen market execution & trade relationships
6. Drive extraction from covered sites and towns - quality gross & tertiary
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*Suggested CTC (per annum) – 4.5 lakhs*

**Profile B. Store Manager**

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| **Role**  | Store Manager  |
| **Function / Department**  | Retail |
| **Job Purpose**  | Overall responsibility for activities at the store spanning customer service, store-level sales and revenue targets across all products (voice – post-paid/ prepaid, data etc.)  |
| **Key Result Areas/Accountabilities**  | 1. Achieve sales target for all products (Voice-Post-paid/ prepaid, data, voice activated services, handsets etc.) at the store
2. Ensure and monitor quality of acquisition through the store
3. Deliver revenue targets for the store. Increase revenue per footfall by aiding customers’ purchase decisions
4. Achieve profitability (Return on investment) targets for the store
5. Minimize losses from pilferage (wastage) and shrinkage (unidentified losses)
6. Manage churn and achieve customer satisfaction for walk-in customers
7. Ensure adherence to store processes in terms of documentation and systems
8. Ensure infrastructure / store upkeep
9. Maintain availability of stock at the store while adhering to norms
10. Ensure appropriate placement of pop-ups and product displays at store
11. Keep employee-retention and motivation levels high through regular reviews and performance streamlining of both on-roll and off-roll employees. Identify gaps in performance of immediate team and ensure training to bridge the same
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*Suggested CTC (per annum) – 4.5 lakhs*

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