CINEC
CAMPUS
Beyond A Graduate

Faculty of Management and Social Sciences
Department of Management and Business Studies
BMgt Honours in Business Administration
Course CODE: COM558

Year 3 Semester II

SEMESTER END EXAMINATION

Strategic Brand Management – MGBM 3423

- This paper consists of EIGHT questions on FOUR (04) pages.
- Answer <u>FIVE (05)</u> questions including Question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2024.04.01   Pass mark: 40%   Time:03 Hours

Question 01: (Compulsory)

1. What is the primary purpose of a name, term, sign, symbol, design, or a combination of them, as per the definition provided?

   a) To confuse consumers
   b) To identify goods or services and differentiate them from competitors.
   c) To remain inconspicuous in the market
   d) To imitate competitors' branding

2. Which of the following is <u>NOT</u> a brand element?
   a) Logo
   b) Slogan
   c) Generic packaging
   d) Brand name

3. What is a challenge in branding?
   a) Lack of competition

b) Difficulty in establishing a unique brand identity.
c) Strong brand consistency
d) Weak brand identity

4. Who are savvy customers?
   a) Inexperienced shoppers
   b) Shoppers who are well informed and make informed purchasing decisions.
   c) Customers who prefer traditional shopping methods
   d) Customers with limited knowledge about products.

5. What is brand equity?
   a) The financial value of a brand
   b) The perception and associations customers have with a brand.
   c) The cost of branding
   d) The market share of a brand.

6. Which brand is associated with the theme "Stay Grounded"?
   a) Marriott
   b) Hilton
   c) Airbnb
   d) Hyatt

7. What does the term "Copyright" refer to?
   a) The right to use copyrighted materials without restrictions.
   b) The exclusive legal right to reproduce and sell literary or artistic expressions.
   c) The obligation to share creative works freely.
   d) The right to patent technological innovations.

8. Which level encompasses all the augmentations and transformations that a product might ultimately undergo in the future?
   a) Core benefit level
   b) Generic product level
   c) Expected product level
   d) Potential product level

9. What characterizes the Generic product level of a product?

a) Additional product attributes and benefits

b) Set of attributes necessary for functioning with no distinguishing features

c) All the augmentations and transformations

d) Product's potential future developments

10. What qualities are highlighted for effective brand elements in the given statement?

a) Dull, monotonous, and product-specific

b) Fun, interesting, and colorful

c) Ordinary, unrelated, and bland

d) Predictable, serious, and dull

(20 Marks)

Question 02

How would you strategically apply the Customer-Based Brand Equity (CBBE) model to launch and sustain a coffee shop? Provide specific details and examples to demonstrate how the CBBE model can be instrumental in establishing enduring customer relationships and driving brand loyalty in the competitive coffee industry.

(20 Marks)

Question 03

What is a Brand Mantra, and how is it structured with three terms? Provide examples to illustrate the concept.

(20 Marks)

Question 04

Imagine you are starting a new business, and you could create unique brand elements. Identify and creatively explain at least four criteria you would consider in choosing these brand elements to ensure they effectively represent your brand identity. Use examples to illustrate your choices.

(20 Marks)

Question 05

How does the **Sensory Brand Pyramid** influence brand identity construction? Explain its key components and how leveraging sensory experiences enhances brand recognition. Share examples of brands successfully utilizing the Sensory Brand Pyramid for a lasting market impact.

(20 Marks)

Question 06

a) What is Repositioning? Why it is important? (10 marks)

b) How is the **Personal Care Industry** strategically responding and **repositioning** to meet current market trends and evolving consumer demands? Provide specific examples of successful strategies employed by companies in the industry and discuss the impact of these initiatives on **brand repositioning** and overall customer satisfaction. (10 marks)

Question 07

How would you change brand strategies to fix real-life problems in a business? Share examples of specific issues and describe the adjustments you'd make using **modified brand strategies** to tackle them effectively. Demonstrate how these tailored changes can fortify a brand, enhancing its competitiveness in the market.

(20 Marks)

Question 08

Briefly explain below.

a) Brand Resonance
b) Brand Recall
c) Total Market Repositioning & Image Repositioning
d) Brand Association
e) Savvy customers

(20 Marks)

--------------------END OF THE QUESTION PAPER----------------

CINEC
CAMPUS
Beyond A Graduate

Faculty of Management and Social Sciences
Department of Management and Business Studies
BMgt Honours in Human Resource Management
Course CODE: COM559

Year 3 Semester II

SEMESTER END EXAMINATION

Entrepreneurship – MGHR 3328

- This paper consists of EIGHT questions on THREE (03) pages.
- Answer <u>FIVE (05)</u> questions including Question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2024.03.30   Pass mark: 40%   Time: 03 Hours

Question 01: (Compulsory)

Hasitha, a recent university graduate with a passion for sustainable fashion, decided to start his own eco-friendly clothing brand. He used his savings to launch his business, focusing on using organic materials and ethical production practices. Hasitha's brand gained attention for its unique designs and commitment to environmental responsibility. As his business grew, he faced challenges like limited access to funding, finding sustainable materials, developing a sales strategy, staffing the company and he is struggling to overcome those challenges to have a long term continuity of his business.

(a) How did Hasitha's passion for sustainable fashion influence his entrepreneurial journey and explain what are the sources of business ideas & opportunities for entrepreneurs?   (10 Marks)

(b) What are the potential strategies Hasitha could utilize to overcome the challenges of growing his business? Discuss.   (10 Marks)

Question 02

(a) In the realm of entrepreneurship, a diverse array of individuals pursue their ventures with unique approaches and motivations. Define the different types of entrepreneurs with examples. (10 Marks)

(b) Entrepreneurs not only benefit individuals but also provide significant advantages to the economy and society as a whole. Do you agree with this statement? Justify your answer. (10 Marks)

Question 03

A business plan is a document demonstrating the feasibility of a prospective new business and providing a roadmap for its first several years of operation.

(a) Identify the key components of a business plan and provide a brief discussion of each element. (10 Marks)

(b) Discuss the purpose and benefits of having a well-developed business plan.
(10 Marks)

Question 04

(a) Imagine you are starting a new advertising company. Discuss the importance of acquiring human capital for your venture. How would you utilize the human capital for your business's growth? (10 Marks)

(b) You are preparing to pitch your business idea to potential investors. Outline the key components of a successful pitch presentation. (10 Marks)

Question 05

Not every entrepreneur succeeds in business. Unfortunately, some of them fail in their businesses. The majority of them have determined the causes of their past failures and have restarted their businesses by learning from those experiences. As an undergraduate with a background in entrepreneurship, you are therefore asked to write an article addressing the following questions:

(a) Discuss what are the possible reasons for business failure? (10 Marks)

(b) To be a successful entrepreneur, networking is essential. How can businesses find appropriate networking opportunities? (10 Marks)

Question 06

"Social entrepreneurship is when an individual or a group of people take up the responsibility to solve the prevailing problems of society."

(a) What are the three bottom lines of social enterprises? (03 Marks)

(b) Briefly explain the unique characteristics of a social entrepreneur. (07 Marks)

(c) Differentiate the key differences between business entrepreneurship and social entrepreneurship. (10 Marks)

Question 07

(a) What are the four quadrants of the Johari Window assessment, and what do they represent? Explain with graphical illustration. (10 Marks)

(b) Explain the importance of conducting a feasibility analysis in evaluating the feasibility and potential success of a new entrepreneurial venture. (10 Marks)

Question 08

(a) Explain the key considerations for entrepreneurs when selecting partners for strategic alliances to mitigate potential conflicts and challenges with examples.

(10 Marks)

(b) Explore the challenges associated with forming alliances and strategic partnerships in business. (10 Marks)

--------------------END OF THE QUESTION PAPER-----------------

CINEC
CAMPUS
Beyond A Graduate

Faculty of Management and Social Sciences
Department of Management and Business Studies
BMgt Honours in Human Resource Management
Course CODE: COM559

Year 3 Semester II

Semester End Examination

Research Methodology – MGHR 3426

- This paper consists of EIGHT (08) questions on NINE (09) pages.
- Answer FIVE (05) Questions including Question 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.

Date: 2024.03.28   Pass mark: 40%   Time: 03 Hours

Question 01 - Compulsory

Select the most suitable answer for the following MCQ questions with one correct answer.

1. Which of the following is NOT a characteristic of qualitative research?
   a) Focuses on numerical data analysis
   b) Emphasizes subjective interpretation
   c) Uses open-ended questions
   d) Aims for in-depth understanding

2. What is the primary purpose of a literature review in research?
   a) To summarize the findings of previous studies
   b) To identify gaps and inconsistencies in existing research
   c) To provide background information on the topic
   d) All of the above

3. What is a hypothesis in research?
    a) A confirmed fact derived from observations
    b) A tentative prediction about the relationship between variables
    c) A descriptive summary of research findings
    d) A theoretical framework for data analysis

4. Which of the following is a non-probability sampling technique?
    a) Simple random sampling
    b) Stratified sampling
    c) Convenience sampling
    d) Systematic sampling

5. What is the purpose of a pilot study in research?
    a) To test the feasibility of the research design
    b) To recruit a large sample for analysis
    c) To finalize the research questions
    d) To conduct a preliminary literature review

6. What is a dependent variable in an experimental study?
    a) The variable that is manipulated by the researcher
    b) The variable that is measured and affected by the independent variable
    c) The variable that remains constant throughout the study
    d) The variable that influences the independent variable

7. Which of the following is an example of a primary data collection method?
    a) Observational studies
    b) Meta-analysis
    c) Literature review
    d) Survey research

8. Which of the following is a qualitative research method?
    a) Experiment
    b) Survey
    c) Case study
    d) Randomized controlled trial

9. In a research study, what does the term "sampling" refer to?
   a) Collecting data from a subset of the population
   b) Analyzing data using statistical techniques
   c) Designing the research methodology
   d) Drawing conclusions based on research findings

10. What is the term used to describe the extent to which research findings can be generalized to other populations or settings?
    a) Reliability
    b) Validity
    c) Transferability
    d) Generalizability

11. What is the purpose of a research proposal?
    a) To present preliminary findings
    b) To secure funding for the research project
    c) To publish the research in a peer-reviewed journal
    d) To provide a detailed plan for conducting the research

12. What is internal validity in research?
    a) The extent to which findings can be generalized to other populations
    b) The degree to which the observed effect is due to the manipulation of the independent variable
    c) The consistency of results over repeated measurements
    d) The ability of a study to detect relationships between variables

13. What is the purpose of a research design?
    a) To analyze data
    b) To develop research questions
    c) To plan the overall approach to the study
    d) To recruit participants

14. What is the purpose of a pilot study in research?
    a) To test the feasibility of the research design
    b) To recruit a large sample for analysis
    c) To finalize the research questions
    d) To conduct a preliminary literature review

15. What is the primary goal of descriptive research?
    a) To establish cause and effect relationships
    b) To explore new phenomena
    c) To describe characteristics of a population or phenomenon
    d) To test hypotheses

16. Which of the following is an example of quantitative research?
    a) Observational study
    b) Ethnography
    c) Survey
    d) Case study

17. What is the fundamental principle of the deductive approach in research?
    a) Inductive reasoning
    b) Starting with specific observations to form general theories
    c) Testing hypotheses derived from existing theories
    d) Exploring phenomena to generate new hypotheses

18. In the deductive approach, what is the initial step researchers take?
    a) Collecting data
    b) Formulating a hypothesis
    c) Observing phenomena
    d) Developing a theoretical framework

19. Which of the following is a characteristic of deductive reasoning?
    a) Moving from specific observations to broader generalizations
    b) Building theories based on empirical evidence
    c) Generating hypotheses based on patterns in data
    d) Exploring new phenomena to develop theories

20. What role does hypothesis testing play in the deductive approach?
    a) It is not relevant in the deductive approach
    b) It serves as the starting point for research
    c) It helps validate or refute existing theories
    d) It generates new theories and concepts

(20 Marks)

Question 02

Non-state degree awarding institutions of Sri Lanka is interested in identifying factors affecting to the students' satisfaction level of the distance learning programmes offered by Non-state degree awarding institutions in Sri Lanka.

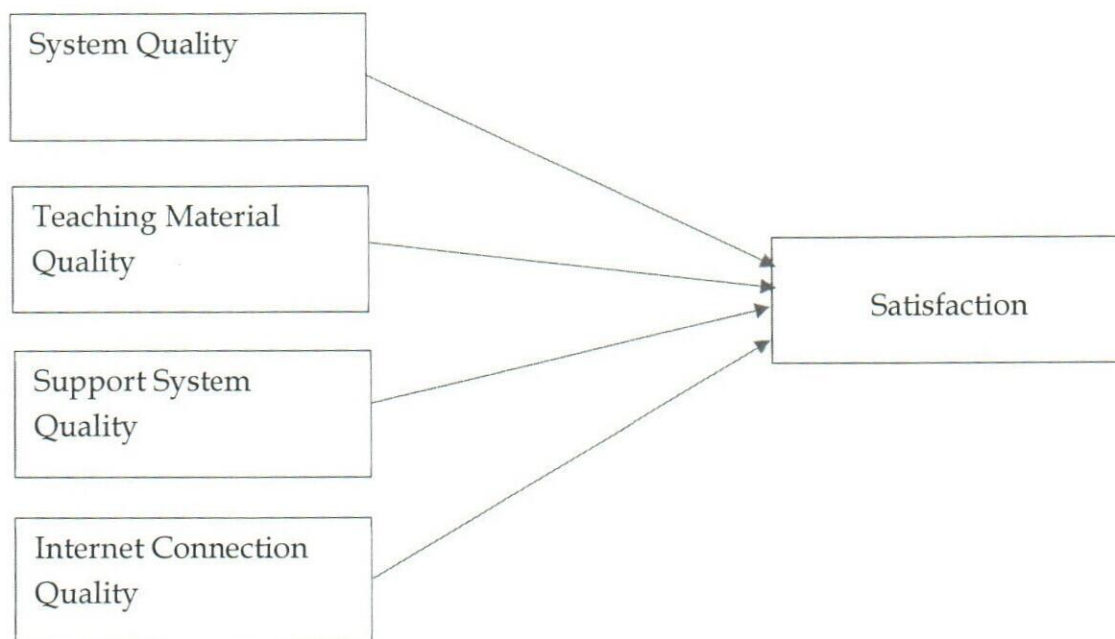Research team developed the below conceptual framework for the above research.

Figure 2.1 – Conceptual framework

Research team collected research data using a survey questionnaire from all students who are following distance learning programmes at the Non-state higher education institutions in Sri Lanka.

(a) Write 04 research hypotheses for the conceptual framework given above.

(04 Marks)

(b) Research team used Cronbach alpha value to measure the reliability and generated the table 2.1 given below. Interpret the results. (02 Marks)

Table 2.1: Reliability Analysis test

Scale	No of values	Cronbach's Alpha
System Quality	11	0.938

Material Quality	10	0.930
Support System Quality	5	0.848
Connection Quality	6	0.716
Satisfaction	5	0.908

(c) Research team conducted hypothesis testing using appropriate method and results are shown Table 2.2. Interpret the results. (02 Marks)

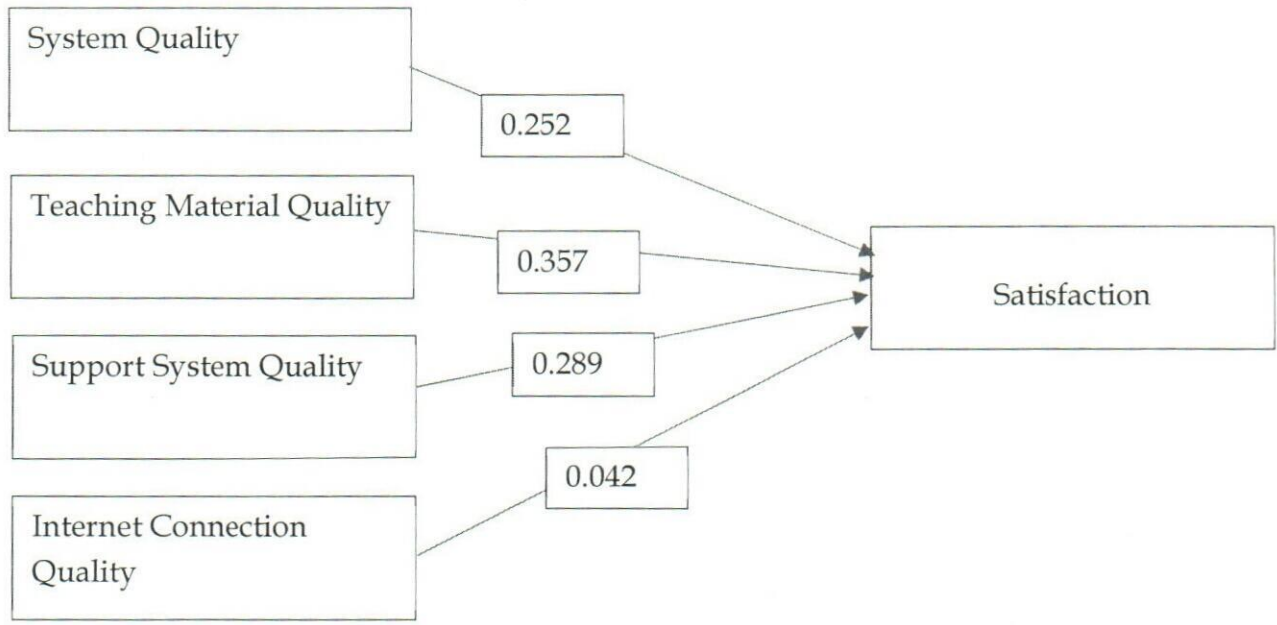Table 2.2: Hypothesis testing Results for Students' Satisfaction

Name of the independent variable	Test Statistic Value	P value
System Quality	0.760	0.000
Teaching Material Quality	0.795	0.000
Support System Quality	0.731	0.000
Connectivity and Accessibility Quality	0.492	0.000

(d) Research team is interested in checking whether the students' satisfaction is dependent on the gender. Independent sample t-test is used for the above purpose and below output (table 2.3) is generated by the research team.
   (i) Write the Null hypothesis and the alternative hypothesis for the above case. (02 Marks)
   (ii) Write the Null hypothesis and the alternative hypothesis for the Levene's test for equality of variances. (02 Marks)
   (iii) Interpret the results of the Levene's test. (03 Marks)
   (iv) Interpret the test results of the relationship between the gender and the satisfaction. (03 Marks)

Table 2.3: Hypothesis testing for comparing mean satisfaction by gender.

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
SATIS	Equal variances assumed	2.690	.104	1.878	102	.063	1.46154	.77815	-.08193	3.00500
	Equal variances not assumed			1.878	95.048	.063	1.46154	.77815	-.08328	3.00636

(e) Research team build a statistical model to find the impact of the identified factors and built model is shown in the figure below. Write the formula for the model given below.   (02 Marks)

System Quality — 0.252

Teaching Material Quality — 0.357

Support System Quality — 0.289

Internet Connection Quality — 0.042

Satisfaction

Question 03

(a) What is meant by Research Paradigm? (04 Marks)

(b) Distinguish Between the Positivism and Constructivism of Research Epistemologies (06 Marks)

(c) "A research problem is a statement about an area of concern, a condition to be improved, a difficulty to be eliminated, or a troubling question that exists in scholarly literature, in theory, or in practice that points to the need for meaningful understanding and deliberate investigation."

Critically comment on the above statement, by briefly explaining on the purpose of a research problem and its conceptualization (10 Marks)

Question 04

(a) List down the Steps in the Research process. Explain with a real example, how those steps are incorporated in to a research study (10 Marks)

(b) Compare and Contrast the Qualitative Research Study and Quantitative Research study with their advantages and disadvantages (10 Marks)

Question 05

"Colombo has become a rapidly urbanizing city, and there has been a noticeable increase in traffic congestion over the past few years. The local government has implemented various traffic management strategies such as adding more lanes, introducing public transportation incentives, and developing other infrastructures. Despite these efforts, traffic congestion continues to worsen, impacting both residents' daily lives and the city's overall economic productivity."

a) Identify a research problem based on the above scenario and write down the problem statement? (10 Marks)

b) Develop two research questions based on this scenario? (10 Marks)

Question 06

Why is the review of literature important in research? Explain your answer with relevant examples. (20 Marks)

Question 07

a) Explain how you structure the literature review in the dissertation? (10 Marks)

b) Explain the difference between in-text citations and bibliographic references.

(04 Marks)

c) Providing examples explain the difference between primary, secondary, and tertiary literature sources. (06 Marks)

Question 08

How does Saunders' research onion assist in creating a strong research approach? Explain each layer of the research onion using a simple example to illustrate, from the broad philosophical concepts to the specific practical considerations. (20 Marks)

-------------------END OF THE QUESTION PAPER --------------------

![CINEC CAMPUS logo] **CINEC**
CAMPUS
Beyond A Graduate

Faculty of Management and Social Sciences
Department of Management and Business Studies
BMgt Honours in Human Resource Management
Course CODE: COM559

Year 3 Semester II

SEMESTER END EXAMINATION

Organizational Change and Development – MGHR 3325

- This paper consists of EIGHT questions on FOUR (04) pages.
- Answer <u>FIVE (05)</u> questions including Question 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2024.03.23   Pass mark: 40%   Time:03 Hours

Question 01: (Compulsory)

The businesses face challenges with changes in internal factors and external markets. These include technical advancements, the development of a global economic recession, changes in customer needs and preferences, political changes, etc. Therefore, businesses require a proper change management strategy to create unique offerings with performance developments, beating the competition.

(a) Briefly explain how organizational change management leads to organizational development   (03 Marks)

(b) Describe strategic advantages of organizational change in assuring existence under ever-changing worlds   (07 Marks)

(c) Explain the term resistances towards changes, highlighting methods of eliminating each type of resistance   (10 Marks)

Question 02

Organizations use transformational changes to develop new processes and ways of responding to significant changes in organizational environments and technologies. Transformational change involves a company making a radical move in its business model, often requiring changes in company structure and culture management.

(a) Define the term transformational change in your own words   (03 Marks)

(b) Briefly explain issues and challenges found within transformational changes

       (07 Marks)

(c) Explain how an individual moves from the late Status quo to the new Status quo when experiencing a significant change facilitating transformations   (10 Marks)

Question 03

Trans-organizational change interventions move beyond a single organization. Trans-organizational changes are focused on developing inter-organizational systems to enable organizations to agree to work together to accomplish tasks and expand operations.

(a) Define the term trans-organizational systems   (03 Marks)

(b) Distinguish between mergers and acquisitions   (07 Marks)

(c) Explain the application stages of the mergers and acquisitions process   (10 Marks)

Question 04

Ceylonese is a newly started taxi company. The organization focus on leveraging market presence with the same type of goods supplied by big businesses but at reduced prices with the use of disruptive innovations

(a) Briefly define the term disruptive innovations based on the Ceylonese taxi company

       (03 Marks)

(b) Briefly explain characteristics of disruptive innovations based on the given case

       (07 Marks)

(c) Explain the innovation matrix highlighting how the Ceylonese taxi company can use disruptive innovations in creating market disruptions   (10 Marks)

Question 05

A transformation process is any activity or group of activities that takes one or more inputs, transforms and adds value to them, and provides outputs for customers. Organizations embrace the core principles in implementing lean manufacturing: continuously eliminating waste to improve a process.

(a) Briefly state three types of wastages considered under lean manufacturing

(03 Marks)

(b) Explain the socio technical systems model   (07 Marks)

(c) Explain the role of change management in manufacturing process transformations

(10 Marks)

Question 06

Anagi Fashions operate under traditional platforms, with one physical store at Colombo. Organizations need to work on low levels of market access to other districts and need help in creating awareness about Anagi Fashions. Considering the rising competition, organizations focused on developing digitalization strategies, creating an online store with an enhanced social media presence

(a) Briefly explain the term digitalization under change management context

(03 Marks)

(b) Briefly explain critical components of the change and development program Anagi Fashions wish to implement   (07 Marks)

(c) Critically analyze a systematic process of change and development applicable to Anagi fashions   (10 Marks)

Question 07

Organizations move through different phases over time, from establishment to termination, and downsizing is a common organizational practice usually associated with economic downturns and failing businesses.

(a) Briefly explain the organizational lifecycle   (03 Marks)

(b) Discuss different modes of structural controls   (07 Marks)

(c) Explain different downsizing strategies, highlighting favorable and unfavorable consequences of each strategy   (10 Marks)

Question 08

Organizations face critical issues when skills and competencies possessed by managers are no longer aligned with the demands of their positions or the evolving needs. Training and education are crucial in developing knowledge, skills, and competencies.

(a) Define the terms managerial training and managerial education   (03 Marks)
(b) Explain organizational level factors which affect managerial obsolescence
                                                                                (07 Marks)
(c) Critically analyze the ways of addressing managerial obsolescence   (10 Marks)

-------------------END OF THE QUESTION PAPER----------------

CINEC
CAMPUS
Beyond A Graduate

Faculty of Management and Social Sciences
Department of Management and Business Studies
BMgt Honours in Human Resource Management
Course CODE: COM559

Year 3 Semester II

SEMESTER END EXAMINATION

Human Resource Counselling - MGHR 3324

- This paper consists of EIGHT questions on FOUR (04) pages.
- Answer <u>FIVE (05)</u> questions including Question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2024.03.21   Pass mark: 40%   Time:03 Hours

Question 01: (Compulsory)

1. What is Counselling?

   a) A form of physical exercise
   b) Providing guidance or support to address personal, social, or psychological issues.
   c) A cooking technique
   d) A type of financial investment

2. What is the primary focus of Human Resource Counseling?

   a) Cooling techniques
   b) Guiding fitness
   c) Supporting employees with personal, professional, or work-related issues
   d) Financial Investment Strategies

3. What is the **correct** terminology for the individual seeking guidance or advice in a counseling session?

a) Counselor
b) Counselee
c) Both a and b
d) Neither a nor b

4. What is the **primary purpose** of workplace counseling?

a) To impose disciplinary actions on employees
b) To enhance employee well-being and performance
c) To create a stressful work environment
d) To establish a hierarchy among team members

5. What is the **primary goal** of counseling?

a) Diagnosing mental illnesses
b) Providing medication prescriptions
c) Offering emotional support and guidance
d) Conducting psychological assessments

6. What is a **key similarity** among psychologists, psychiatrists, and counselors?

a) They all prescribe medication to treat mental health issues.
b) They primarily focus on providing career advice to individuals.
c) They hold advanced degrees and provide mental health services.
d) They exclusively work in academic research settings.

7. What are some limitations or things that counseling cannot achieve?

a) Curing all mental problems
b) Solving all problems of the client
c) Changing social and political problems
d) All of the above

8. What is the **primary focus** of **formal counseling?**

a) Sharing personal experiences
b) Providing general life advice
c) Using evidence-based therapeutic techniques
d) Offering personal support and guidance

9. What is the **primary** relationship between Employee Counseling and Human Resource Management (HRM)?

a) Employee counseling is an isolated function and does not impact HRM.
b) Employee counseling is an integral component of HRM, contributing to employee well-being and performance.
c) HRM focuses solely on administrative tasks, while employee counseling addresses personal issues.
d) Employee counseling is a substitute for HRM practices in managing workforce dynamics.

10. What are the **key components** of a counselor's philosophy?

a) Administrative tasks and paperwork management
b) Emphasizing personal opinions over client perspectives
c) Prioritizing client well-being and respecting diversity
d) Exclusively relying on theoretical frameworks

(2*10 Marks)

Question 02

a) Explain the concept of psychological counseling and identify **three key aspects** to consider in both counseling and psychotherapy. Support your explanation with relevant examples.
(10 marks)

b) Formal and Informal counseling differ in their structure, setting, and professional context. Rationally discuss with suitable examples.

(10 marks)

Question 03

a) "Psychology is a scientific study that focuses on the human mind and behavior." Do you agree with this statement? Justify your answer with suitable examples.
(10 marks)

b) Which term best describes the hierarchy of professionals involved in mental health, ranging from those with specialized medical training to those providing counseling and support services?
(10 marks)

Question 04

a) Why Career Counseling is important. Rationally discuss with suitable examples.

(08 marks)

b) "Employee Counseling and Human Resource Management (HRM) are **interconnected** aspects within an organization, and their relationship plays a crucial role within an organization." Rationally discuss with examples.

Question 05

(12 marks)

Employee counseling in Human Resource Management (HRM) is a **strategic approach** to address various issues that employees may face in the workplace. Rationally discuss its applications.

Question 06

(20 Marks)

a) Why employers should be closely involved in the physical and mental well-being of employees?

(10 marks)

b) Explain key qualities and skills that are essential for effective counseling. Provide a brief description of how this quality contributes to the counseling process. (10 marks)

Question 07

a) Giving **unnecessary or inappropriate advice** is a counseling error. Explain.

(06 marks)

b) What are the practical considerations in Counseling?

(06 marks)

c) In the Effective Counselling Process, problem identification, problem assessment, and Problem Exploration are important. Critically discuss suitable applications.

(08 marks)

Question 08

Briefly explain below.
  a) Career Counselor
  b) Psychotherapy
  c) Maladjustment
  d) Routine Stress Audits
  e) Counselor's Philosophy

(5*4 Marks)

-------------------END OF THE QUESTION PAPER----------------