

NMIMS Centre for Distance and Online Education (NCDOE)

Course: Strategic HRM

Internal Assignment Applicable for Jun 2026 Examination

Assignment Marks: 30

Instructions

- *All Questions carry equal marks*
- *All Questions are compulsory*
- *All answers to be explained in not more than 1000 words for question 1 and 2 and for question 3 in not more than 500 words for each subsection. Use relevant examples, illustrations as far as possible*
- *All answers to be written individually. Discussion and group work is not advisable.*
- *Students are free to refer to any books/reference material/website/internet for attempting their assignments, but are not allowed to copy the matter as it is from the source of reference.*
- *Students should write the assignment in their own words. Copying of assignments from other students is not allowed*
- *Students should follow the following parameter for answering the assignment questions*

For Theoretical Answer	
Assessment Parameter	Weightage
Introduction	20%
Concepts and Application related to the question	60%
Conclusion	20%

For Numerical Answer	
Assessment Parameter	Weightage
Understanding and usage of the formula	20%
Procedure / Steps	60%
Correct Answer & Interpretation	20%

PLEASE NOTE: This assignment is application based, you have to apply what you have learnt in this subject into real life scenario. You will find most of the information through internet search and the remaining from your common sense. None of the answers appear directly in the textbook chapters but are based on the content in the chapter

NMIMS Centre for Distance and Online Education (NCDOE)

Course: Strategic HRM

Internal Assignment Applicable for Jun 2026 Examination

- Q1** Aditya Communications Ltd., a leading IT company, is experiencing a high employee turnover rate of 18% and a workforce with an average age of 25. The company's traditional culture emphasizes bureaucracy and rigid compensation structures, which has led to low motivation and limited career progression. The HR head has been tasked with transforming the HR function to support contemporary practices and align HR strategies with the company's future business goals. The leadership expects the HR team to proactively address these issues using a strategic approach. Based on the scenario, how should the HR team apply the strategic human resource planning (SHRP) process to address the challenges of high employee turnover and lack of career growth opportunities, ensuring alignment with the company's long-term business objectives?
- (10 Marks)**
- Q2** B/E Aerospace, a global manufacturer of aircraft cabin products, is struggling to recruit highly skilled talent for its Seattle operations. The HR team must attract candidates with advanced innovation skills in a highly competitive market, while also addressing relocation concerns. Despite significant investment in recruitment, the company faces ongoing talent shortages that threaten its ability to meet strategic goals. Evaluate the challenges faced by B/E Aerospace's HR team in recruiting talent with advanced strategic and innovation skills willing to relocate to Seattle. Critique the effectiveness of their current talent acquisition strategy and suggest alternative approaches that could better align HR planning with the company's long-term business objectives.
- (10 Marks)**
- Q3 (A)** A multinational financial services company is undergoing digital transformation to improve customer experience and operational efficiency. The HR team must attract digital talent, upskill employees, and align performance management with innovation goals. Propose a brief strategic HRM framework that integrates talent acquisition, training, and performance management to support digital transformation and build core competencies in global teams.
- (5 Marks)**



NMIMS Centre for Distance and Online Education (NCDOE)

Course: Strategic HRM

Internal Assignment Applicable for Jun 2026 Examination

Q3 (B) A technology startup that has achieved rapid domestic success plans to expand into international markets. The current HR processes are informal and lack strategic direction. Design a brief strategic HRM model to support the company's international expansion by addressing talent acquisition, retention, and cross-cultural integration.

(5 Marks)
