



PG – 586

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IV Semester M.B.A. (Day) Degree Examination, November/December 2023
(CBCS) (2014 – 15 Onwards)
MANAGEMENT

Paper – 4.4.3 : Talent and Knowledge Management

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** questions from the following. **Each** question carries **5** marks. **(5×5=25)**

1. Explain talent development budget.
2. Differentiate between talent and knowledge workers.
3. Briefly explain Talent Value chain.
4. What is knowledge management ? Describe the different types of knowledge.
5. What are the challenges in knowledge management ?
6. Briefly explain the need for using psychometric tests.
7. Explain the measurements of ROT in IT companies.



SECTION – B

Answer **any three** questions from the following. **Each** question carries **10** marks.

(3×10=30)

8. Define "Talent Management System". Discuss benefits and challenges of TMS.
9. Explain the building blocks of talent management system.
10. What are the trends in Social Media for talent management ?
11. Discuss the role and relevance of internet search engines and knowledge management practices.

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SECTION – C

12. **Compulsory** Case Study.**(1×15=15)**

Talent Management Systems (TMS) encompass competencies, performance management, and the evaluation of employee potential, serving as the building blocks of effective talent management. Modern practices in talent attraction, selection, retention, and engagement are essential for organizations to remain competitive. Talent management has also been greatly influenced by social media, as it is increasingly used for recruitment, employer branding, and employee engagement.

Emerging trends in talent management, including the gig economy, remote work, and diversity and inclusion, are shaping the future of talent management strategies.

Netflix's talent management strategy provides a compelling case study. The company has established itself as a leader in the entertainment streaming industry through innovative talent practices. Netflix's TMS is known for its emphasis on fostering a culture of freedom and responsibility, allowing employees considerable autonomy and flexibility. The company's unique approach to talent attraction involves attracting top talent from across the globe, irrespective of geographic location. Netflix's "keeper test" is a notable aspect of its performance management system, where managers are asked if they would fight to keep an employee on their team. Additionally, the company actively leverages social media to promote its unique culture and attract talent.

Questions :

- a) How does Netflix's culture of freedom and responsibility contribute to its ability to attract and retain top talent ?
 - b) What are the benefits and potential challenges associated with Netflix's approach to talent management, particularly in the context of the gig economy and remote work trends ?
 - c) How has Netflix effectively used social media in its talent management strategy, and what lessons can other organizations learn from this approach ?
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