

Eastern University, Sri Lanka
Faculty of Commerce & Management

First Year First Semester Examination in BBA /BCOM

2015/2016 (July 2017) (Proper/Repeat)

MGT 1032 Career Guidance

Answer all questions

Time: 02 Hours

Read the following case study and answer the questions given below.

Staff career development in the Company X

Company X is one of the top companies which sells its products in 50 countries. Products include prescription pharmaceuticals, self-medication, cosmetic and animal health products. The Company is marketing in western markets as well as nurturing its traditional markets.

At the end of September 2016 the company had nearly 2,500 employees. Knowledge, experience and motivation of employees are of vital importance for the company X's growth. The company plans new recruit training, integration into the workplace, plus personal and professional development. However, the emphasis is on developing and promoting management and specialized staff internally, through development support is available to all staff. This policy raises staff motivation and loyalty. The company X recognizes the importance of creating a positive working environment that combines performance with satisfaction and good interpersonal relations. More than one third of employees are university graduates or have accomplished advanced or higher professional qualifications.

The company's career development support includes information about jobs inside the company X on its intranet, personal advice, guidance and counselling about career/job opportunities provided by HR advisors, psychometric testing with personal feedback and guidance, information about learning and development opportunities on the company's intranet and printed materials in its library, including books, videos, audio CDs, questionnaires, and information about jobs, the career development element of the company's appraisal interviews, and its management leadership school.

Staff development is delivered by advisors from the company's human resources division, supported by line managers. External consultancies and specialists are employed to deliver training as necessary. Each HR advisor specializes in a certain division within the company X (e.g. marketing, sales, R&D, production). They work in teams when dealing with cross-division career changes. HR advisors conduct career development interviews and the annual education planning process. Line managers

undertake the appraisal interviews. Other services (including information, psychometric testing, career counselling and guidance) are provided at the employee's initiative. Career development services can be provided at the initiative of an employee (30%), their superior (35%) or their HR advisor (35%). HR advisors are professionally qualified in human resource management and have counselling and/or psychology qualifications.

The quality and results of career development services are assessed through an annual questionnaire, supported by a significant level of feedback from users. Beneficiary satisfaction is very high. In most cases, when looking for people for managerial positions, the company can find suitable employees with the required knowledge, skills and motivation within the company X.

Questions:

- i. Define the term '**Career Development**'.
(Marks 03)
 - ii. In which ways the company X foster **Career Development**?
(Marks 05)
 - iii. How does staff development process organized within the company X?
(Marks 05)
 - iv. Briefly explain the importance of Career Development for organizations.
(Marks 06)
 - v. As an undergraduate, what are your plans to develop your future career?
(Marks 06)
- (Total 25 marks)**

- Q2. i) Why **positive thinking** and **positive attitude** are important? List the benefits of positive attitude and positive thinking
(Marks 05)
- ii) 'Emotional intelligence is essential in effective leadership and has a direct impact on work performance'.
i. What is **Emotional Intelligence**?
(Marks 05)

ii. List the attributes of the **leader**. How do you sketch yourself in these attributes?

(Marks 05)

iii) Explain the **Emotional Intelligence Model** with its elements.

(Marks 10)

(Total 25 Marks)

i) When writing your **Curriculum Vitae**, what would you incorporate in it?

(Marks 05)

ii) Illustrate **Donald Super's theory** with an example.

(Marks 05)

iii) Relate these following terminologies with suitable examples:

i. **Advice, guidance and counselling**

ii. **Occupation, vocation and career**

(Marks 15)

(Total 25 Marks)

i) Briefly explain '**Personality Job Fit Theory**' and place yourself in the theory and explain why you placed yourself into that?

(Marks 08)

ii) How do you prepare yourself for the changing **World of Work**?

(Marks 08)

iii) What do you mean by '**Soft-skill**'? Explain few soft-skill and why they are important to the employer?

(Marks 09)

(Total 25 Marks)