



UNIVERSITY OF RUHUNA
FACULTY OF MANAGEMENT AND FINANCE

No of Pages: 03
No of Questions: 06
Total Marks 70

HRM 2240 – Career Management

BACHELOR OF BUSINESS ADMINISTRATION DEGREE 2000 LEVEL

SECOND SEMESTER END EXAMINATION – JUNE/JULY 2015

Three Hours

Instructions

➔ Answer only **Five (05) questions** including **question number one (01)**

1). Read the following case and answer the questions below.

Shama, 30 years of age, has been selling telecommunications equipment to manufacturers since she graduated from university. She is obviously good at her job. Not only has she consistently met or exceeded her sales quota, but her customers report that she is knowledgeable about her products and continually puts in long hours keeping tabs on their needs and providing valuable consulting to them. Shama's employer, Nilwala Industries, recognizes her value to the organization and has rewarded her handsomely over the years.

The last few months have been rough on Shama. She seems to be tired all the time. She has had trouble shaking a month-long cold, and, for the first time she can remember, she canceled an appointment with a customer.

Shama has also been short tempered of late. Although it has not affected her sales volume yet, she has had to catch herself a few times from snapping at some thick-headed customers. How many times does she have to explain the same things to these people? But that cannot be the entire problem.

She has found herself getting into a lot of petty arguments with Saman, her fiancé. She just seems to be preoccupied with her job wherever she is. The plans for Shama and Saman's wedding have taken a back seat to her work, and their wedding date has been put off a couple of times, much to Saman's dismay. On top of this dilemma, Shama and Saman have had many discussions about where they will live, and if and when they will have children. They have not been able to come to agreement on these issues.

"Why am I so irritable?" Shama keeps asking herself. She is doing well and still finds her job interesting and challenging. It is true that her boss, Mary, Nilwala's industrial sales manager, keeps poking her nose into Shama's business and giving her unneeded advice about how to handle customers. Mary wants her to put more pressure on several customers to purchase certain pieces of equipment they really do not need. Her customers would not tolerate a hard sell like that, but Shama will avoid that issue as long as she can. She hardly sees Mary nowadays, maybe once every other week, and she is usually too busy to talk to her. Sometimes Shama wonders what Mary really thinks of her. Fortunately, her customers tell her how good she is at her job.

Shama admits that she has been a little peeved at the company for expanding her territory six months ago. Not that she is uninterested in new business, but she cannot do a thorough job with such a large territory. And she's been finding herself out of town four, sometimes five, days a week. The larger territory has left Shama drowning in paperwork, and she is beginning to wonder how she can ever maintain a relationship with her fiancé when they hardly ever see each other anymore. And then there are the wedding plans...

But the job is so challenging. And Nilwala is coming out with a new product line next week. The whole sales force has been attending weekend meetings for about four weeks to learn more about these new products. It is exciting to introduce a new product on the cutting edge. Shama just wishes she understood the new product line better. She has not been able to focus at the training classes, has not really understood the lectures at the meetings, and has been unable to make much sense out of the manuals either.

Shama would like to talk to someone about her feelings. But who? Talking to her boss Mary is out of the question. She would think Shama was being ungrateful, and Mary is so self-focused she would not be able to relate to her. Shama is convinced that her family and her fiancé just wouldn't understand the situation.

Questions

i. What evidence is there that Shama is experiencing job stress?

(02 marks)

ii. What type of work- family conflicts is Shama experiencing? Discuss

(06 marks)

iii. What types of social support would Sharma find most helpful: appraisal, instrumental, emotional, or informational? From whom should she seek such support?

(05 marks)

iv. If you were the owner of Nilwala Industries and just heard Shama's story, what would you do?

(05 marks)

(Total Marks 18)

02). i. Mention the differences among Values, Interests, Personality and Abilities? How does understanding these factors help us to manage our careers effectively?

(06 marks)

ii. What are the benefits an organization can gain by helping employees to manage their careers effectively? Discuss.

(07 marks)

(Total Marks 13)

03). i. What do you mean by "Career indecision"?

(02 marks)

ii. Explain a variety of factors which can cause career indecision.

(04 marks)

iii. Discuss four types of career indecision? What are your suggestions to manage career indecisive situation?

(07 marks)

(Total Marks 13)

04).i. Differentiate Early career stage and Mid career stage

(06 marks)

ii. What kind of planning should be conducted to prepare oneself for retirement?
Discuss.

(07 marks)

(Total Marks 13)

05).i. "Entrepreneurial activities among females have grown considerably during the past three decades in the world".

i. What are the underlying reasons for women entering entrepreneurial careers? Explain with examples.

(06 marks)

ii: "The workforce of the future will become increasingly diverse"

Based on the above statement explain challenges faced by managers in developing careers of their employees.

(07marks)

(Total Marks 13)

06). Write short notes on the followings.

- a. Reasons for career plateau
- b. Components of career goals
- c. Boundary less Career Concept
- d. Occupational choice as a social and cultural influence

(Each carries 3.25 marks)

(Total marks 13)