**College of Administrative and Financial Sciences**

**Assignment Two**

**Human Resource Management (MGT211)**

**Deadline: 03/04/2021 @ 23:59**

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| Course Name: **Human Resource Management** | Student’s Name:boshra almutiri |
| Course Code:**MGT211** | Student’s ID Number:s109224538 |
| Semester: 2nd | CRN:22503 |
| Academic Year:2020-2021 | |

**For Instructor’s Use only**

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| Instructor’s Name**:** | |
| Students’ Grade:  Marks Obtained/Out of 5 | Level of Marks: High/Middle/Low |

**Instructions – PLEASE READ THEM CAREFULLY**

* The Assignment must be submitted on Blackboard (**WORD format only**) via allocated folder.
* Assignments submitted through email will not be accepted.
* Students are advised to make their work clear and well presented, marks may be reduced for poor presentation. This includes filling your information on the cover page.
* Students must mention question number clearly in their answer.
* Late submission will NOT be accepted.
* Avoid plagiarism, the work should be in your own words, copying from students or other resources without proper referencing will result in ZERO marks. No exceptions.
* All answered must be typed using **Times New Roman (size 12, double-spaced)** font. No pictures containing text will be accepted and will be considered plagiarism).
* Submissions without this cover page will NOT be accepted.

***Assignment Workload:***

* This Assignment comprise of a short **Case.**
* Assignment is to be submitted by each student individually.

***Assignment Purposes/Learning Outcomes:***

After completion of **Assignment Two** students will able to understand the following LOs:

L.O. 4: Deliver and communicate HR policies messages in coherent and professional manner.

L.O. 5: Carry out objective and scientific analysis of employees’ performance management.

***Assignment Two***

**Read the casegiven below and answer the questions:**

*The Fusion Electric Company worked day and night to develop a new current regulator designed to cut the electric power consumption in aluminum plants by 35%. They knew that, although the competition was fierce, their regulator could be produced more cheaply, was more reliable, and worked more efficiently than the competitors’ products.*

*The ownerMomena, eager to capture the market, personally but somewhat hastily put together a 120-page proposal to the three major aluminum manufacturers, recommending that their regulators be installed at all company plants.*

*She devoted the first 87 pages of the proposal to the mathematical theory and engineering design behind his new regulator, and the next 32 to descriptions of the new assembly line she planned to set up to produce regulators quickly. Buried in an appendix were the test results that compared her regulator’s performance with present models, and a poorly drawn graph showed how much the dollar savings would be.*

*Fusion Electric didn’t get the contracts, despite having the best product. Six months later, the company filed for bankruptcy.*

**Assignment Question(s): (Marks 5)**

Q1. What are the major issues of HR in Fusion Electric Company? (1Mark)

Q2. As a customer what would you suggest to the organization? (1.5 Mark)

Q3. “*Is the organization working on lines of effective communication or not”* Comment (2.5 Marks)

**Q4** There are various factors that influence consumer purchase behavior. Discuss

Q5 Despite a firm's best efforts, sometimes service providers fail to meet customer expectations. When this happens, effective service recovery efforts can significantly increase customer satisfaction, purchase intention and positive word of mouth. Discuss