

INDIRA UNIVERSITY, PUNE

SCHOOL OF BUSINESS- MBA

Term End Examination (2025 Pattern) April- May – 2026- Semester – II

Course Name: Employer Branding
Course Code: 25MBA269

Max. Marks: 25
Time: 1:30 Hrs.

Instructions

- All questions are compulsory. Kindly read the detailed instructions for each question.
- Question 1,2 & 3 carry 5 marks each.
- Question 4 carries 10 marks.

Q1.	Attempt any 1 out of 2 Questions:	CO1
a)	Identify two limitations of traditional employer branding approaches in today's workforce. (5 Marks)	
b)	Differentiate between employer branding and corporate branding using a real-world example. (5 Marks)	
Q2.	Attempt any 1 out of 2 Questions:	CO2
a)	A startup wants to build its employer brand with limited budget. Explain how it can leverage emotional and higher-order benefits. (5 Marks)	
b)	Employees feel disconnected despite good HR policies. Explain how EVP and internal communication might be failing. (5 Marks)	
Q3.	Attempt any 1 out of 2 Questions:	CO3
a)	In a hybrid work setup, employees report feeling disengaged and disconnected despite having flexible policies. How can the organization redesign its approach to create more engaging and meaningful work experience for employees? (5 Marks)	
b)	An organization promotes itself as offering strong career growth and a supportive culture, but employees report limited opportunities and poor work environment after joining. What impact can this gap create on the organization's reputation as an employer? What steps should the organization take to address this issue? (5 Marks)	

Q4.	Attempt any 1 out of 2 Questions:	CO4
a)	During a large-scale transformation, leadership communicates a vision of agility, empowerment, and collaboration. However, middle managers continue to operate in a highly controlled and hierarchical manner, leading to confusion among employees. How can this disconnect influence employees' perception of the organization over time? What interventions would you suggest ensuring alignment between intent and execution across levels? (10 Marks)	
b)	A company has invested heavily in attracting high-potential talent through strong branding and selective hiring. However, within the first year, a significant proportion of these employees either leave or disengage due to unclear expectations, lack of meaningful work, and inconsistent managerial support. Discuss how this pattern can affect the organization beyond immediate attrition. What structural and cultural changes would be necessary to reverse this trend? (10 Marks)	
