



# GL BAJAJ

Institute of Management & Research

Approved by A.I.C.T.E., Ministry of HRD, Govt. of India

Roll No.....

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) – 201306

POST GRADUATE DIPLOMA IN MANAGEMENT (2017 - 19)

MID TERM EXAMINATIONS (TERM -IV)

Subject Name: **Recruitment, Selection & Retention**

Time: **01.30 hrs**

Sub. Code: **PGH-01**

Max Marks: **20**

**Note:**

- 1. Writing anything except Roll Number on question paper will be deemed as an act of indulging in unfair means and action shall be taken as per rules.**
- 2. All questions are compulsory in Section A, B & C. Section A carries a Case Study with 2 questions of 4 marks each. Section B carries 3 questions of 2 marks each and Section C carries 2 questions of 3 marks each.**

### **SECTION - A**

**04+04 = 08 Marks**

**Q. 1: Read the Case Study and answer the question given below:**

RICH BAKER is situated in Jaffna peninsula. It commenced operations in year 2007. The vision of RICH BAKER is “To be the most preferred baker in the country”. Their products include a variety of items such as bread, buns, cakes and a wide range of easy breakfast / lunch / dinner products. It is financially stable and has 2 branches situated in strategic locations. Workers of this bakery are paid competitive salaries. However, there is a less concern among the staff about their long working hours and absence of holidays to spend time with families. Demotivation is becoming apparent among the staff due to the working environment as it is gloomy and very warm inside the production site of the bakery at each branch. RICH BAKER uses a semi computerized system for maintaining for inventories and production records. Inventory control system and financial system are computerized. However, the order processing and human resource management are not computerized. The company has top level, middle level and operational level management teams. But human resource of the RICH BAKER is one person function. There is no separate human resource department, proper complaint handing system and written documents for HR practices. The person who is responsible for the human resource has not evolved to meet the long term infrastructure needs that would support for the growth of the RICH BAKER. He is just working for keeping employee’s records and paying salary. The RICH BAKER experienced significant growth in the past 2-3 years. With the growth comes increased need for the formalized HR systems and practice to support the employee, compliance, and staffing and risk management.

Case Questions:

- What are the pitfalls in Rich Bakers HRP?
- Suggest the measures you would have taken as a management consultant to the company?

### **SECTION - B**

**02×03 = 06 Marks**

**Q. 2: “The Indian retail sector is one of the most lucrative sectors for retailers both foreign and Indian. The sector has thrived despite being one of the most challenging sectors, by far. The attrition rate in Indian retail industry stands at around 40% and this is one of the biggest challenges which the Indian retailers face today.” Suggest the measures to tackle the HRP problem.**

Q. 3: “Unethical practices followed by the Recruitment Firms is increasing day by day. This Issue is a big concern for the HR fraternity since last decade.” Comment

Q. 4: As a recruitment manager of an automobile manufacturing company create Job description for Senior Manager Operations.

**SECTION - C**

**03×02 = 06 Marks**

Q. 5. “Job Analysis is a communication tool that is significant for an organization's success.” Explain.

Q. 6. Chinese Mobile Company wants to establish 8 centers in Chennai, Hyderabad & Bangalore but is finding difficulty in Recruiting the Sales & Marketing Staff due to poor brand image in the market. As per the requirement they require 5 Area Sales Manager, 20 Sales Manager & 50 Marketing Executive. Suggest the Sources of Recruitment which the company should use for recruiting the same and why?