Program: S.Y.B.COM (MS) **Semester:** III **Program Code:** UGMS022

Course: Recruitment & Selection **Course Code:** NUMS308

Duration: 1 Hour **Examination Pattern:** NEP-Autonomous- External **Max. Marks:** 30

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.
4. CO (Course Outcome), KL (Knowledge Level).

Examination:
REGULAR

Q. 1	(a)	**Attempt the following.**	[05]	CO's	KL's
		Zomato wants to recruit technology professionals and data analysts quickly. The HR department initially posts vacancies on its website and popular job portals. It also uses LinkedIn and social media to reach passive candidates. The recruitment team observes that traditional advertisements generate fewer relevant applications, so the company decides to strengthen its social recruiting strategy. HR creates targeted job advertisements highlighting career growth and flexible work opportunities and directs candidates to an online application portal. The recruitment team evaluates applications using predefined job-related criteria. However, HR wants to determine whether the new recruitment sources are actually effective. It therefore decides to compare the quality, cost, and time taken to recruit candidates through different sources.		CO2, CO3	L3, L4
	(I)	Explain why Zomato uses social media and online job portals for recruitment.	(02)		
	(II)	If you were the HR manager at Zomato, how would you decide which recruitment source is the most effective?	(03)		
	(b)	**Fill in the blanks with an appropriate answer from the alternatives given.**	[05]		

	I	_____ is not a selection criterion.					CO1	
		a.	Work experience	b.	Age and qualifications		CO2	L1
		c.	Candidate's family background	d.	Skills and competencies			
	II	Job description refers to _____.					CO3	
		a.	Qualities required from the candidate	b.	Duties, responsibilities, and working conditions			
		c.	Educational qualifications of a candidate	d.	Career growth opportunities			

		III	_____ interview involves multiple interviewers questioning the candidate together.						
			a.	Stress interview	b.	Sequential interview			
			c.	Group interview	d.	Panel interview			
		IV	_____ is an AI-based recruitment application.						
			a.	Excel	b.	Darwinbox			
			c.	Canva	d.	Tally			
		V	The purpose of orientation is to _____.						
			a.	Integrate new employees into the organization	b.	Test knowledge of new employees			
			c.	Provide technical training	d.	Assign employees to projects			
Q. 2		**Attempt any ONE of the following.**					**[10]**	**CO's**	**KL's**
	(a)	Discuss the various types of Internal and External recruitment.						**CO2**	**L4**
		OR							
	(b)	Elaborate on the factors affecting Job Design.						**CO2**	**L5**
Q. 3		**Attempt any ONE of the following.**					**[10]**	**CO's**	**KL's**
	(a)	Describe the guidelines that interviewers and interviewees should follow.						**CO3**	**L4**
		OR							
	(b)	Explain the steps involved in the selection process.						**CO3**	**L3, L4**

- - X - - X - -