

## NEP - Semester End Examination – October 2025

Program: SYB.COM (MS) III Course: RECRUITMENT & SELECTION (VSC)Program Code: UGMS02 Course Code: NUMS308

Duration: 1 Hour

Max. Marks:

30

## Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.

Q. 1	(a)	Analyse the following case study and answer the questions.	[05]	Course Outcome	Knowledge Level
		<p>Flipkart aimed to strengthen its customer experience team ahead of the festive season to handle increased queries efficiently. Applicants were required to complete an online grammar test to assess language proficiency. They also undertook a mock email-writing exercise to evaluate their written communication skills. Shortlisted candidates faced a panel interview to judge problem-solving and interpersonal abilities. Successful candidates joined a week-long onboarding program where they learned communication protocols and complaint-resolution strategies. Training included hands-on practice with Flipkart's CRM software to manage customer interactions effectively. Each new employee was assigned a peer guide for the first 45 days to provide support and answer queries. This structured onboarding ensured that employees were confident, well-prepared, and capable of delivering high-quality customer service during peak periods.</p> <p>I) Name the software Flipkart introduced during onboarding.</p> <p>II) How long was Flipkart's onboarding program, and why is such training important for new employees?</p> <p>III) What was the purpose of the mock email-writing exercise, and how does it help employees handle customer queries?</p> <p>IV) How can having a peer guide help a new employee feel more confident?</p>		CO1, CO2	L1-L4

		V) Suggest one strategy Flipkart can use to keep service quality high during the festive season.			
	(b)	Fill in the blanks with an appropriate answer from the alternatives given.	[05]	CO1, CO2, CO3	L1
	I)	The purpose of orientation is to _____.			
	a.	Test the knowledge of new employees	b.		
	c.	Integrate new employees into the organization	d.		
	II)	Job description refers to _____.			
	a.	Qualities required from the candidate	b.		
	c.	Educational qualifications of a candidate	d.		
	III)	Effective selection helps organizations by _____.			
	a.	Increasing absenteeism	b.		
	c.	Reducing productivity	d.		
	IV)	_____ tool is an AI-based recruitment application.			
	a.	Darwinbox	b.		
	c.	Canva	d.		
	V)	_____ is a limitation of external recruitment.			
	a.	Wider choice of candidates	b.		
	c.	Higher training cost and adjustment time	d.		
Q. 2		Attempt any ONE of the following.	[10]	Course Outcome	Knowledge Level
	(a)	Describe why recruitment plays an important role in organizational success.		CO2	L2
		OR			
	(b)	Explain with examples the different types of Internal and External recruitment methods.		CO2	L2

Q. 3		Attempt any ONE of the following.	[10]	Course Outcome	Knowledge Level
	(a)	Describe the different types of interviews used in the selection process.		CO3	L2
		OR			
	(b)	Summarize the strategies that can help individuals overcome challenges in the selection process.		CO3	L2

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