

**Scheme of Evaluation
Internal Assessment Test 1 – March-2025**

Sub: **Recruitment & selection**

Code: 22MBAHR303

Date: 05/03/2025 Duration: 90mins Max Marks: 50 Sem: I

Branch: MBA

Note: Part A - Answer Any Two Full Questions (20*02=40 Marks)

Part B - Compulsory (01*10= 10marks)

Part	Question #	Description	Marks Distribution	Max Marks
A	1	a) What is knowledge management?	Knowledge management is the process of capturing, sharing, and effectively utilizing organizational knowledge to improve performance and decision-making. It involves strategies and tools to ensure the right information is accessible to the right people at the right time.	3
		b) Discuss the job enrichment concept.	Job enrichment is the process of enhancing a job's responsibilities to increase employee motivation and satisfaction. It involves adding variety, autonomy, and opportunities for skill development. The goal is to make work more rewarding and meaningful, leading to greater engagement and productivity.	7
		c) Demonstrate on legal & ethical consideration in recruitment.	Here are five key legal and ethical considerations in recruitment: 1.Equal Employment Opportunity (EEO) 2.Transparency in Job Advertisements 3. Confidentiality and Privacy Protection 4. Non-Discriminatory Interview Practices 5. Reasonable Accommodation for Disabled Candidates	10
	2	a) What is job description?	A job description is a document outlining the responsibilities, tasks, and requirements of a specific role. It provides clear expectations for both the employer and	3
				20 M
				20 M

			employee.		
		b) Describe the nature of hiring.	Hiring is the process of recruiting and selecting individuals to fill job positions within an organization. It involves assessing candidates' skills, qualifications, and fit for the company culture. Successful hiring aligns talent with business needs and goals.	7	
		c) Choose the guidelines for developing employer branding.	Here are five key guidelines for developing effective employer branding 1. Define Your Unique Value Proposition (EVP) 2. Align Branding with Company Culture and Values 3. Engage Employees as Brand Ambassadors 4. Leverage Social Media and Online Presence 5. Offer a Positive Candidate Experience.	10	
	3	a) What do you understand job description?	A job description outlines the responsibilities, duties, qualifications, and skills required for a specific role. It helps both employers and candidates understand job expectations and requirements.	3	20 M
		b) Describe changes in HR through social media.	Social media has transformed HR by enabling quicker recruitment through platforms like LinkedIn, expanding talent pools globally. It also facilitates employer branding, allowing companies to showcase their culture and attract top talent. Additionally, social media provides tools for employee engagement, fostering open communication and feedback.	7	
		c) Examine competency ice Berge model. State the importance of competency.	The Competency Iceberg Model highlights that competencies can be broken down into visible and hidden aspects. 1. Improves Performance and Productivity 2. Facilitates Career Development 3. Enhances Organizational Success 4. Supports Effective Leadership 5. Promotes Personal and Professional Growth.	10	

		A)	Solve how does AI in the selection process contribute to reducing bias and promoting diversity in recruitment?	Recruitment Technology for HR In a leading multinational corporation (MNC), the AI-driven selection process utilizes machine learning algorithms to streamline recruitment by analyzing resumes, screening candidates, and matching their skills with job requirements. The AI system also reduces biases by focusing on objective data rather than human judgment, ensuring a diverse and inclusive hiring process. Furthermore, predictive analytics are used to assess candidate potential and cultural fit. The system enhances efficiency by shortlisting the most qualified candidates and reducing time-to-hire. As a result, the company achieves a more effective and scalable recruitment process.	10	10 M
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