GL BAJAJ
Institute of Management & Research, PGDM Institute
Greater Noida

FIND YOUR SPARK

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

POST GRADUATE DIPLOMA IN MANAGEMENT (2023-25)
MID TERM EXAMINATION (TERM -III)

Subject Name:**Talent Acquisition, Retention & Engagement**	Time: **01.00 hrs**
Sub. Code: **PGH31**	Max Marks: 2**0**

Note:
Section A carries 5 marks: 4 questions of 5 mark each

SECTION- A (All Questions are Compulsory with internal choice)

Q. 1: (A). Imagine you are tasked with creating a job description for a Marketing Coordinator position in a medium-sized technology startup. Develop a comprehensive job description including key responsibilities, required qualifications, and any additional information necessary to attract suitable candidates. Ensure that the job description is clear, concise, and aligns with the company's objectives and culture. Additionally, discuss the importance of accuracy and specificity in job descriptions for effective recruitment and employee performance.   **(CO1, L)**

Or

Q. 1: (B). Define and explain various methods of estimating Demand forecasting techniques.

Q. 2: (A). You are appointed as the HR manager for a multinational corporation expanding its operations globally. Describe three key performance indicators (KPIs) you would utilize to assess the effectiveness of your recruitment and selection process. Explain why these indicators are important and how they can assist in improving the overall recruitment strategy.   **(CO1, L)**

Or

Q. 2: (B). Explain briefly the role of Strategic HRM in an Organization.   **(CO1, L)**

Q. 3: (A). "How can incorporating behavioural interview techniques enhance the recruitment process, and what specific strategies can be implemented to effectively assess candidates' soft skills and cultural fit within an organization?"   **(CO2, L)**

Or

Q. 3: (B). Briefly explain the meaning of – a) Recruitment, b) Selection, c) Head Hunting, d) Acqui-hiring, e) Internal mobility.

Q. 4: (A). You are working as an HR in Talent acquisition company in which you are hiring the candidates from Bangalore siting in Delhi. How you are going to conduct the interview, also mention the modes of conducting interviews.   **(CO2, L)**

Or

Q. 4: (B). "What types of selection tests do you believe are most effective in accurately assessing candidates' skills and abilities for a given role, and how would you ensure the fairness and validity of these tests to mitigate any biases or inaccuracies in the selection process?" Mention the names of various tests.