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20MBAHR303

**Third Semester MBA Degree Examination, July/August 2022**  
**Recruitment and Selection**

Time: 3 hrs.

Max. Marks:100

**Note: 1. Answer any FOUR full questions from Q.No.1 to 7.**  
**2. Q.No. 8 is compulsory.**

- 1 a. Define Recruitment. (03 Marks)  
b. Differentiate between Job Enlargement and Job Enrichment. (07 Marks)  
c. Discuss the types of Millennials. (10 Marks)
- 2 a. Define Job Analysis. (03 Marks)  
b. Explain in brief the competency Iceberg model. (07 Marks)  
c. Elaborate on the process of Job analysis. (10 Marks)
- 3 a. Give the meaning of Job Evaluation. (03 Marks)  
b. Differentiate between Job Evaluation and performance appraisal. (07 Marks)  
c. Discuss online salary survey pay scale's data methodology with its examples. (10 Marks)
- 4 a. Define Selection. (03 Marks)  
b. Explain the steps involved in BEI. (07 Marks)  
c. Explain the techniques of interview for selection purpose. (10 Marks)
- 5 a. Define Graphology. (03 Marks)  
b. Explain the Big Five Personality model. (07 Marks)  
c. Elaborate on Myers Briggs Type Indicator (MBTI). (10 Marks)
- 6 a. Give the meaning of Induction. (03 Marks)  
b. Discuss the methods of Reference Checking. (07 Marks)  
c. Explain in brief the types of Selection Tests. (10 Marks)
- 7 a. Give the meaning of Core interview. (03 Marks)  
b. Explain Millennials shaping the recruitment landscape in the organization. (07 Marks)  
c. Discuss the role of social media in managing human resource. (10 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.  
2. Any revealing of identification, appeal to evaluator and/or equations written eg, 42+8 = 50, will be treated as malpractice.

CASE STUDY

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As a leader in innovation Google also is breaking tradition in its strategies for ensuring the availability of top human talent to meet work demand. On a sunny spring day in Bangalore, India's infotech hub, a group of engineers and math majors, all in their twenties, hunch over terminals at an internet café. This event is the Google India Code Jam, a contest to find the most brilliant coder in South and South-East Asia. Participants are competing in writing some difficult code for a first prize of US \$6,900 and a coveted job offer from Google Inc., to work at one of its R and D centers.

The contestants begin at 10.30am, emerging exhausted three hours later. "Its been incredibly difficult and awesome," says Nitin Gupta, a Computer Science undergraduate at the Indian Institute of Technology at Bombay.

Google has staged code Jams in the United States, but this is its first such event in Asia, and there is an incredibly, large response. Some 14000 hopeful aspirants registered from all over South and South-East Asia for the first round in February.

The top fifty from that event were selected for the finals in Bangalore: thirty nine from India, eight from Singapore and three from Indonesia. "It's a dog-eat-dog World", says Robert Hughes, President of Top Coder Inc., the connecticut testing company that runs the code Jams for Google. "Whenever the best talent is, Google wants them." With this highly publicized event, Google now has a new pool of Asian talent to choose from. According to Krishna Bharat, Head of Google's India R and D center, all the finalists will be offered jobs- and Google needs them for it new but under-staffed Indian center.

Google had faced a difficult staffing challenge due to fierce talent recruitment in IT, where engineering students are assured a job a year before they graduate. Adding to this challenge is Google's exacting hiring standards that surpass most other employer's. But the code Jam serves as a useful shortcut through its usual staffing process, where applicants usually go through seven stages that can last months and at the end are likely to get rejected due to Google's extremely high standards. But Google has found that much of this screening is done through the code jam approach, resulting in a final pool of viable candidates.

Questions:

- a. How does the code Jam method improve on more traditional approach of HR planning to ensure timely availability of appropriate talent to meet work demand? (10 Marks)
- b. How is Google's code Jam effort consistent with an overall geocentric or re-geocentric staffing approach. (05 Marks)
- c. Besides the rapid generation of viable candidates, what are other possible benefits to Google of this highly published code Jam event in South and South-East Asia. (05 Marks)

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