



ACHARYA INSTITUTE OF TECHNOLOGY

(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)

Date: 25/05/2018

CERTIFICATE

This is to certify that **Ms. Ruksana Khanum** bearing USN **1AY16MBA63** is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belgaum. Project report on “**A Study of Recruitment Process**” at **Mr Study Buddy Pvt. Ltd, Bangalore** is prepared by her under the guidance of **Prof. Kisholoy Gupta**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belgaum, Karnataka.

Signature of Internal Guide

Signature of HOD

Head of the Department
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Signature of Principal
PRINCIPAL

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Soldevanahalli Bangalore-560 107

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INTERNSHIP CERTIFICATE

April 10th, 2018

TO WHOM-SO-EVER IT MAY CONCERN

This is to certify that Ms. **Ruksana Khanum**, bearing **USN 1AY16MBA63** 4th Semester MBA student from **Acharya Institute of Technology** has successfully completed her project work on "A study of recruitment process" in our organization from **15th January 2018 to 26th march 2018** under the guidance of Mr. **Krishna Khandelwal**, CEO, MrStudyBuddy (EduVirtucation Private Limited).

We found her pretty active in whatever task we have provided her. She is a confident person. she is professionally sound, hard-working and a devoted staff. She has the motivation to take initiative tasks and we are gratified that she had been helpful in the advancement of our organization.

Moreover, I would like to reflect over her conduct during her stay with us. During her service she has been found sincere, reliable, trustworthy, sociable, pleasant and open to challenges. All our staff members are pleased with her and feels comfortable in teaming and coordinating with her for the realization of organizational goals and objectives.

We wish her all the best in all her future endeavors.

For EduVirtucation Pvt. Ltd.

Regards,

Krishna Khandelwal
CEO, MrStudyBuddy



www.eduvirtucation.com

DECLARATION

I **Ruksana Khanum**, hereby declare that the Project report entitled A Project on “**A STUDY OF RECRUITMENT ROCESS**” at **Mr Study Buddy** Bangalore prepared by me under the guidance of **Prof. Kisholoy Gupta** faculty of M.B.A Department Acharya Institute of Technology and external assistance by **Mr. Krishna Khandelwal** HR manager at Mr Study Buddy. I also declare that this Project work is towards the partial fulfillment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of 10 weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: Bangalore
Date: 24/05/2018

Ruksana khanum
USN:1AY16MBA63

ACKNOWLEDGEMENT

The satisfaction and euphoria that accompany the successful completion of any work would be incomplete without the mention of the people who have made it possible whose constant guidance and encouragement served as a beacon of life and crowned my efforts with success.

I wish to pledge and reward my deep sense of gratitude for all those who have made this project come alive.

My sincere thanks to **Dr. S.C Pilli** Principal and **Dr Mahesh**, Dean academics Acharya Institute of Technology, Bangalore for the academic support given for pursuing this project.

There is not enough word to offer my vote of thanks to **Dr. Nijaguna.G** Head of Department of MBA, AIT Bangalore for his help in initiating the project report in advance for the regular motivation.

I am gratefully indebted to my internal guide **Prof. Kisholoy Gupta** Professor, Department of MBA, ACHARYA INSTITUTE OF TECHNOLOGY, BANGALORE for encouraging me and for his constant support throughout the course of the project and helping me to complete it successfully.

I would like to thank the Manager **Mr. Krishna Khandelwal**(External Guide) for allowing me to undertake this project work at Puma Sports India Pvt. Ltd. Last but not the least; I would like to thank all the employees of PUMA SPORTS INDIA Pvt. Ltd, Bangalore for their immense support and cooperation given to me during working on this project.

Place: Bangalore

Date: 24/05/2018

RUKSANA KHANUM

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EXECUTIVE SUMMARY

The project titled “A STUDY ON RECRUITMENT PROCESS” is undertaken at MR STUDYBUDDY PRIVATE LIMITED. Researcher has opted for this topic because talent acquisition is going through rapid growth in current organization situation.

In Today’s corporate world, it is the biggest challenge for any organization to find and retain their employees in their organization, as there is lot of competition and greater opportunities for them in other companies as well.

Recruitment acts as a very important factor in increasing the profitability or business development as recruitment helps in choosing the suitable candidates for the available vacancies.

This topic was chosen by the researcher in order to highlight of the Recruitment process in an organisation.

From this survey research it was understood that efficient employees play an vital role in the profitability of the company.

So good Recruitment Process leads to hiring of efficient employees .

CHAPTER-1
INTRODUCTION

INTRODUCTION:

Recruitment :

"Recruitment is the Process of finding and drawing in able candidates for business. The Process starts when newcomers are looked for and ends when their applications are submitted. The outcome is a pool of applications from which new employees are chosen."

Recruitment is the positive method to approach the applicants and stimulate them to apply for the activity in the organisation. The extent of Recruitment will be more extensive when more competitors will apply for the job. An association will have the numerous decisions to pick the better ability for the organization .

The recruitment procedure starts when you know you require another person in the Department, either on the grounds that a current staff part has left, or in light of the fact that there is new work to be finished. It doesn't complete until after the arrangement of the another employee has been made.

INDUSTRY PROFILE:

DIGITAL EDUCATION:

Digital education was funded by the government of Australia in the year 2007 and it was officially launched in the year w2008. 2.4 billion Australian dollars were allocated for this program over the span of 7 years. The main aim of the digital education is to provide high quality education services to the students of Australia and to provide the required infrastructure that will help student in their curriculum. Laptops were pre installed with required softwares and were provided to the students to support them.

Digital education is a form of education which provides online education services using the help of latest technology. Digital education is a platform which helps the individual to find various techniques to learn the concepts. Many institutes are using this technology, which helps the students in grasping the concept easily. Theoretical concepts will become easy to keep in mind when they are converted into practical exposure. Digital learning gives enhancement of learning experience when compared to traditional methods of teaching.

Those days are gone when training for students had been restricted to learning through textbook or learning through blackboard. Gone those days where student used to make the note of lecture in copies. Since everything is digital now students record the classroom lecture with the help of latest technology, which helps the students to remember the concepts very easily. However chalk and talk days in most of the educational sectors are slowly disappearing, now everything is becoming digital.

With the help of PPTs, video lectures, practical demo sessions, training via online teaching in classroom is very interactive these days. Students will be having the self ability to learn by their own. With the help of digital education students get a confident to learn anytime by their own. This develops the habit of self learning among individual. Technology can change the method of teaching but it will not eliminate the important part played by a teacher.

Digital education has a wider scope compare to old and traditional methods of teaching. Digital education will be done through You tube, Google, iTunes, Google drive, Social readers etc

Advantages of Digital education:

- Large number of audience can be targeted in a shorter time span.
- Unique information can be provided to everyone
- It can grab the attention of student
- An individual can learn on their own
- External guidance will also be provided with the help of online tutors
- Freedom to choose the place
- No time restrictions
- Boon to parents
- Paper work can be reduced
- User friendly.

Disadvantages of Digital Education:

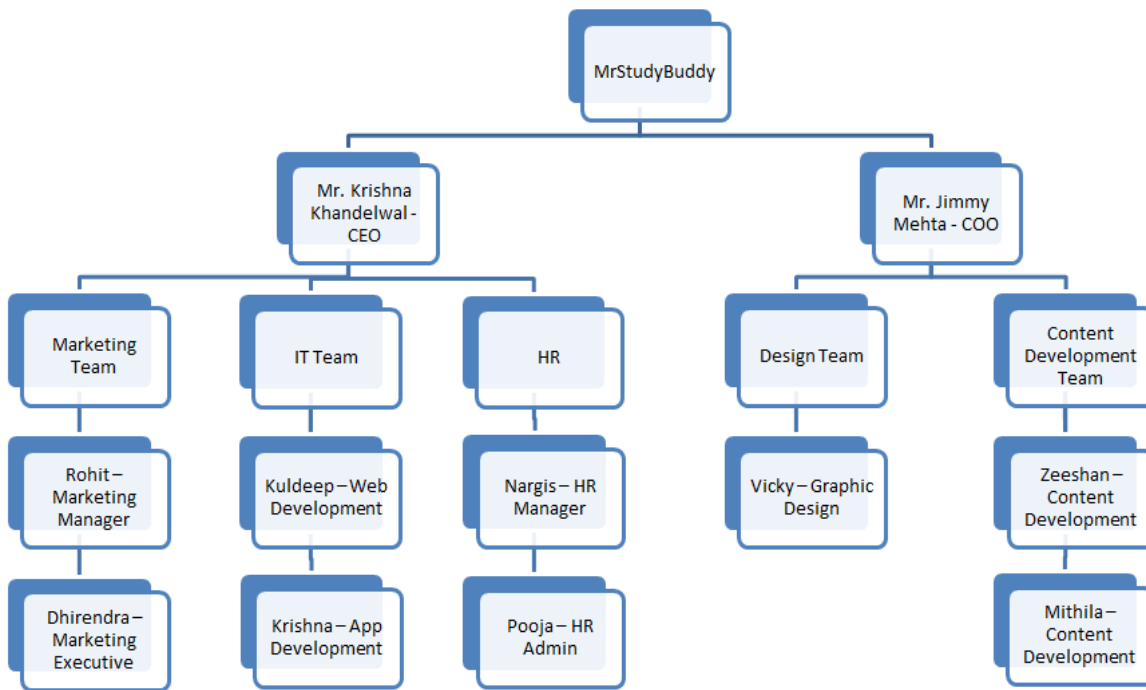
- Digital education is expensive
- Individual loses the interest in studying
- Laziness towards studies
- Does not encourage creativity of the student
- Students get distractions through other online pop ups.
- No fixed timings
- Not affordable by every individual
- Quite difficult to get an exposure through online courses
- Slows down the speed of writing
- No face to face conversation

ORGANISATION PROFILE:

MrStudyBuddy a startup, an online training and self-development platform, that offers the highest quality services to its clients trying to influence them to sparkle in their field. MrStudyBuddy group works all day, every day to accomplish the objective before the said due dates. With MrStudyBuddy group, tiresome assignments with a superior learning reason won't make students go crazy! Their group will likewise help understudies in making a flawless expert resume which ensures the achievement. MrStudyBuddy is a devoted online guide to influence individual to develop professionally. MrStudyBuddy offer the best task help benefits in multi-disciplines like Business, marketing, finance, operations, engineering, English, humanities, health care, science and so on. Their branch is in Pune and New Zealand.

MrStudyBuddy is an innovative E-learning stage that offers its Student round the clock services to improve their insight through internet learning. MrStudyBuddy encourages Students to show signs of improvement and also help them in understanding the complex topics in an easy way.

ORGANISATION CHART:



VISION:

To become one of the most trusted and largest players in e-learning industry by delivering top quality education assistance and having a multi-national presence.

MISSION:

“To provide expert solution for academic problems to achieve best grades”

MrStudyBuddy aims to be a true ‘Buddy’ for all of our clients by offering high quality study assistance via various free and paid services such as free question answer banks, free conceptual videos, free resume making, assignment assistance, custom question answers, custom resume making and online tutoring.

QUALITY POLICY:**A. Assignments**

All the assignments prepared by our experts are checked on around 10 quality parameters such as fulfilment of requirements, originality, language, grammar, etc. Further, every assignment is verified by our quality control team consisting of highly experienced experts who recommend changes to be made in the assignment to increase the quality, if required.

B. Custom Question Answers

All the custom question answers are assessed by our quality control team consisting of highly experienced experts. Further, feedback from students is also taken about whether the expert was able to address the queries of the client or not.

C. Online Tutoring

All online tutoring activities are monitored by one of the members of our quality control team in order to assess the quality of tutoring. Further, feedback is taken from the client about whether the expert was able to address their queries or not.

D. Conceptual Videos

The quality of the conceptual videos will be primarily be determined based on the ease of understanding of the concepts as determined by our in house team. However, the major parameter of quality will be feedback from the students as they view the videos on our website. Every video is made from academic experts in their field. The videos are then given a rating out of 5 from students, any video getting less than 2 rating in average will be recorded again from a different expert to meet the students needs more precisely.

A. Academic Personnel

The desired type of academic employees for our organization are the ones having a flair for writing quality academic content with great efficiency, adept at explaining concepts in the simplest forms and be great communicators. We require employees from various types of subjects such as management, engineering, hospitality, medical, law, etc. We also hire reliable external experts and agencies as and when required. The pay structure varies based on the nature of contract such as employees have a base salary plus commission, external agencies are paid a lump sum for a fixed amount of assignments in a given period and external experts are paid on per assignment basis. We find qualified employees, external experts and agencies by conducting a rigorous assessment of all the prospective candidates. We train every employee on the standard practices of the industry such as plagiarism, referencing, formatting, etc. during our induction processes.

B. Marketing / Client Co-ordination Personnel

The desired type of marketing personnel for our organization are the ones having strong interpersonal communication skills, ability to identify the specific needs of the clients, be able to act as a bridge between the clients and the experts. Ideal candidates will have experience in dealing with overseas clients and / or interacting with the student demography. They will also be highly tech savvy and be aware of the latest trends in digital marketing tools and technologies. The pay structure depends on the type of contract which usually is a basic pay plus performance based incentives. All the prospective candidates are assessed based on their communication skills, understanding and enthusiasm for helping our clients. Once selected, we train them in our standard practices and policies during our induction process to achieve a standardized and high quality service level.

PRODUCTS /SERVICE PROFILE:

A. Assignments

Assignments are produced both in house and by external expert as well as by external agencies. As we confirm advance payment from our client, we match the best expert available as per the subject matter required. The experts are given a deadline which they strictly adhere to and our in house coordinators take regular updates and provide support for any issues related to the work. The finished product is then delivered to the client after assessing its quality and making changes if required. Our average cost of production is around 35%.

B. Custom Question Answers

Custom Question Answers are produced both in house and by external experts. As we can confirm the full payment from our client, we match the best expert available as per the subject matter to provide the answer for the question ASAP. The finished product is delivered to the client within a few hours. Our average cost of production is around 20%.

C. Online Tutoring

Online Tutoring are produced by our in house experts. As we can confirm the full payment from our client, we book an appointment between the client and the expert where they can have an online discussion regarding the issue faced by the client. Our average cost of production is around 50%.

D. Resume

Resume is one of our free services where we offer our clients to obtain high quality resumes. In this service our technology based system automatically generates resume based on the inputs given by the clients on our website / app. Also MrStudyBuddy will get free lead generation through giving free resume making

E. Free Question Answers

A pool of 5000+ Question Answers which is free for public access. The Question Answer library is made from past question and answer solved by our experts. Also when there is a question which is asked by the client and is not available in MrStudyBuddy database then it is solved by the experts. The new solved question has one time cost which is then eventually saved in our database and is made available to public again. Clients get their answers within 24 hours of posting question if the answer is not available in MrStudyBuddy database library.

There is no significant cost incurred for the organization for the same.

F. Conceptual Videos

The conceptual videos will be produced by our in house team of tutors, presenters, animators, video editors, etc. First of all we will create a list of most frequently asked questions / concepts for every subjects that we cater to. Next, based on priority determined by the importance of concept in education, we will schedule creation of videos. The content for the same will be provided by our tutors which will be recorded by our presenters. Our animators will then add animations to the video which can enable better explanation of the videos. Finally, the video will be edited and converted into a proper format in order to achieve a balance between quality and size of the video before uploading it on our servers. The average cost associated with production of videos is \$10 - 15 per video

PRICING STRATEGY WORKSHEET:

Services	Fee
Resume Making	FREE
Question & Answers	FREE
Custom Question & Answers	As per Question (word count)
Videos	FREE
Assignments	Average \$120
Online Tutoring	\$20 (half hour), \$30 (per hour)

Question Answer Bank

Free Q+A- students have a free access to thousands of Questions & Answers covering various subjects such as Management, marketing, case studies, accounting, medical, engineering, finance, operations, hospitality, law etc.by our writers specialized in various domains.

Customized plagiarism free paid answers- students can get customized plagiarism free answers in any field of studies by our experts who are majorly masters or phd.

Paid Assignment Help- Students gets customized plagiarism free assignment and research work writing help by our inhouse or outsourced experts.

Videos summarizing the assignment- Student will also get a 1-2 minute video with the assignment/research work summarising the topic to get a better understanding.

MrStudyBuddy position itself to cater to students who face difficulties in their education due to:

- A. Video sessions - Students preferring audio visual mode of learning will be able to access our video database with ease and will be able to understand the concept in a innovative way which will have real life person as well as animation to make it easier to learn.
- B. Interactive sessions - Students will be able to avail interactive sessions with best experts matching to their problem and need to clear their concept regarding a specific query and to have a better clarity of subject.
- C. Custom made answers - Students struggling to find answers to their specific problem can take our custom made answer service for students so that they can get the best solution.
- D. Question and Answer bank - Students searching for answers to commonly asked questions will be able to access our database of question and answers.
- E. Homework Assistance - Students who are unable to complete their assignments on their own due to issues related to knowledge, language skills, work life balance, etc. can benefit from this service by understanding how to complete such tasks in a professional manner thereby gaining better learning as well as better grades.
- F. Resume- Students who are actively looking for jobs and lacking the knowledge to present their education, experience, skills, etc. in a professional manner.

AREA OF OPERATION:

The current area of operation includes countries with high number of international students like US ,UK, Canada and which allows students to work while studying on a study visa. Over a long period of time, we aim to cover all the major education centers to all subjects and major languages

COMPETITORS INFORMATION:

Competitor Data Collection Plan.

I. Transtutor

Incorporated in 2007 (Australia, US & India)

Revenue in 2016- 6.8million

Services:

- Assignment help
- Question & Answers
- Certification course training (CFA)
- Online Tutoring

PROS	CONS
Wide network	Narrow Approach
Strong Investment Backing	Costly plans (\$20 p.m, \$10p.d)
Established Player in Assignment help	No Detailed explanation of assignments
	No Visuals

-
-

II. CourseHero

Incorporated in 2006 (US)

Investment -17.9 million

Services:

- Q+A
- Assignment Help
- Custom Q+A
- Course Materials

PROS	CONS
Generic Topic course material	Lack of curatie course material
Established player	Expensive Plans (\$40 p.m, \$60 p.q, \$120 p.a)
Flash Cards explanation	No custom Visuals
Strong Investment Backing	

-
-

II. Study.Com

Incorporated in 2003 (US)

Revenue- 15million

Investment -2.4million

Services:

- Q+A
- Assignments
- Paid videos
- Test Prep
- Segments- Students, Teachers, colleges & Organisations.

PROS	CONS
Visual Teaching	No customized services

Curative content	High expert interaction fee (basic \$40, premium \$60, college accelerator \$200 p.m)
Catering 4 segments	Country specific content
Test preps	

Competitive Analysis Worksheet

FACTORS	TRANSTU-TOR	COURSEHERO	STUDY.CO M	MrStudyBud- dy
1.Pricing	\$\$	\$\$\$	\$\$\$\$	\$
2.Services				
<input type="checkbox"/> Q+A	✓	✓	✓	✓
<input type="checkbox"/> Custom Q+A	✓	✓	×	✓
<input type="checkbox"/> Assignments	✓	✓	×	✓
<input type="checkbox"/> Videos	✓	✓	×	✓
<input type="checkbox"/> Online Tutor- ing	×	×	✓	✓
<input type="checkbox"/> Test Prep	✓	×	✓	✓
	✓	×	✓	×
3.Curative Content	✓	×	✓	✓
4.Subjects excluded	medical	Medical, hospitality	hospitality	none

5. Country specific content	✓	✓	×	✓

COMPETITIVE EDGE:

Our competitive advantage is covering most of the aspects of learning at the most reasonable cost in the market.

SWOT ANALYSIS:

SWOT stands for Strengths, Weaknesses, Opportunities and Threats. By definition, Strengths and Weaknesses are the inside factors of the firm and opportunities and threats are outside factors.

SWOT Analysis is the most prominent gadget for audit and examination of the general key position of the business and its condition. Its key explanation behind existing is to perceive the procedures that will make a firm specific arrangement of activity that will best change an firm's benefits and abilities to the requirements of nature in which the firm works. Toward the day's end, it is the foundation for surveying within potential and controls and the conceivable openings and threats from the external condition. It sees all positive and negative factors inside and outside the firm that impact the accomplishment. A solid examination of the earth in which the firm works helps in expecting the changing examples and besides helps in joining them in the essential initiative method of the firm.

Strengths

1. Dedicated & Experienced team of tutors:
2. Use of latest technological advancements:
3. Clear vision of the market need:
4. 1000+ happy clients:
5. Creative & Successful Marketing approach:

Weaknesses

1. Geographic Diversification:
2. Cyclical nature of the industry:
3. Short customer life span:

Opportunities

1. Growing need for E-learning:
2. Recurring Need of customers:
3. Lack of visual E-learning Approach:

Threats

1. **Threats from established competitors:** The direct and indirect competitors form great threat to the company as they have more money to invest into.
2. **Threats from new entrants:** The company with its new business model can provide a market that new entrants would like to enter and grab a pie. Hence it has to make a defense mechanism to tackle these threats.
3. **Introduction of a disruptive technology:** By introduction of some new disruptive technology our established customer may ask for the technology up gradation which may take some time and a lot of Research and Development cost.

FUTURE GROWTH AND PROSPECTS:

Sales Forecast

LimitlessCircle's Sales Division's forecast highlights the key products to be initially offered. Remaining flexible, management will be seeking additional avenues of business to develop, adding further sales capability. Growth in initial months is slow due to the fact that the company will be have a smaller sales and marketing team.

An assumption that it will start giving external suggestions by third months, by fourth it will attract delivering new customer engagement applications and by the sixth month it will have its own platform.

Table: Sales Forecast

<i>Sales Fore- cast</i>	
-----------------------------	--

	Year 1	Year 2	Year 3	Year 4	Year 5
Unit Sales					
Indigenous Feedback Application	1,03,753	21,074	42,149	84,298	168,595
External Suggestions	1,03,753	21,074	42,149	84,298	168,595
Indigenous New Applications (My Menu, Wallets etc)	7,35,030	15,060	30,120	60,240	120,481
Non-Indigenous Application upto Rs5000	2,32,623	6,789	20,368	61,104	183,311

Non indig- enous ap- plication upto Rs10000	9 2 3	2,307	5,768	14,420	36,051
Non indig- enous ap- plication above Rs10000	2 7 7	692	1,730	4,326	10,815
Total Unit Sales	3 2 , 0 6 7	66,998	142,28 4	308,68 5	687,848
Unit Prices	Y e a r 1	Year 2	Year 3	Year 4	Year 5
Indigenous Feedback Application	R s 1 , 0 0 0 . 0	Rs900 .00	Rs810. 00	Rs729. 00	Rs656.10

	0				
External	R	Rs1,0	Rs2,14	Rs4,28	Rs8,561.
Sugges-	s	70.23	0.46	0.93	86
tions	5				
	3				
	5				
	.				
	1				
	2				
Indigenous	R	Rs2,1	Rs2,31	Rs2,54	Rs2,796.
New Ap-	s	01.41	1.55	2.70	97
plications	1				
(My Menu,	,				
Wallets etc)	9				
	1				
	0				
	.				
	3				
	7				
Non-	R	Rs545	Rs600.	Rs660.	Rs726.08
Indigenous	s	.52	07	07	
Application	4				
upto	9				
Rs5000	5				
	.				
	9				
	2				

Non indig- enous ap- plication upto Rs10000	R s 1 , 6 9 4 . 1 5	Rs1,8 63.56	Rs2,04 9.92	Rs2,25 4.91	Rs2,480. 40
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Non indig- enous ap- plication above Rs10000	R s 3 , 1 7 5 . 3 6	Rs3,4 92.90	Rs3,84 2.19	Rs4,22 6.40	Rs4,649. 04
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Sales

Indigenous Feedback Application	R s 1 0 , 5 3 7 , 1	Rs18, 966,94 4	Rs34,1 40,499	Rs61,4 52,899	Rs110,61 5,218
---------------------------------------	--	----------------------	------------------	------------------	-------------------

	9				
	1				
External	R	Rs22,	Rs90,2	Rs360,	Rs1,443,
Sugges-	s	554,48	17,932	871,72	486,911
tions	5	3		8	
	,				
	6				
	3				
	8				
	,				
	6				
	2				
	1				
Indigenous	R	Rs31,	Rs69,6	Rs153,	Rs336,98
New Ap-	s	647,34	24,153	173,13	0,903
plications	1	2		8	
(My Menu,	4				
Wallets etc)	,				
	3				
	8				
	5				
	,				
	1				
	5				
	6				
Non-	R	Rs3,7	Rs12,2	Rs40,3	Rs133,09
Indigenous	s	03,669	22,108	32,958	8,760
Application	1				
upto	,				

Rs5000

1
2
2
,
3
2
4

Non indig-
enous ap-
plication
upto
Rs10000

R
s
1
,
5
6
3
,
5
3
0

Rs4,2
99,708

Rs11,8
24,196

Rs32,5
16,538

Rs89,420
,479

Non indig-
enous ap-
plication
above
Rs10000

R
s
8
7
9
,
1
6
2

Rs2,4
17,696

Rs6,64
8,663

Rs18,2
83,822

Rs50,280
,511

Total Sales

R
s
3
4
,

Rs83,
589,84
2

Rs224,
677,55
1

Rs666,
631,08
2

Rs2,163,
882,783

	1				
	2				
	5				
	,				
	9				
	8				
	4				
Direct Unit	Y	Year 2	Year 3	Year 4	Year 5
Costs	e				
	a				
	r				
	1				
Indige-	R	Rs270	Rs243.	Rs218.	Rs196.83
nous	s	.00	00	70	
Feedback	3				
Application	0				
	0				
	.				
	0				
	0				
External	R	Rs321	Rs642.	Rs1,28	Rs2,568.
Sugges-	s	.07	14	4.28	56
tions	1				
	6				
	0				
	.				
	5				
	3				

Indigenous New Ap- plications (My Menu, Wallets etc)	R s 3 8 2 . 0 7	Rs420 .28	Rs462. 31	Rs508. 54	Rs559.39
Non- Indigenous Application upto Rs5000	R s 4 9 . 5 9	Rs54. 55	Rs60.0 1	Rs66.0 1	Rs72.61
Non indig- enous ap- plication upto Rs10000	R s 1 6 9 . 4 1	Rs279 .53	Rs286. 99	Rs315. 69	Rs347.26
Non indig- enous ap- plication above Rs10000	R s 3 1 7 . 5 4	Rs523 .93	Rs537. 91	Rs591. 70	Rs650.87

Direct Cost
of Sales

Indigenous	R	Rs5,6	Rs10,2	Rs18,4	Rs33,184
Feedback	s	90,083	42,150	35,870	,565
Application	3				
	,				
	1				
	6				
	1				
	,				
	1				
	5				
	7				
External	R	Rs6,7	Rs27,0	Rs108,	Rs433,04
Sugges-	s	66,345	65,380	261,51	6,073
tions	1			8	
	,				
	6				
	9				
	1				
	,				
	5				
	8				
	6				
Indigenous	R	Rs6,3	Rs13,9	Rs30,6	Rs67,396
New Ap-	s	29,468	24,831	34,628	,181
plications	2				
(My Menu,	,				
Wallets etc)	8				
	7				
	7				
	,				

	0				
	3				
	1				
Non-Indigenous Application upto Rs5000	R s 1 1 2 , 2 3 2	Rs370 ,367	Rs1,22 2,211	Rs4,03 3,296	Rs13,309 ,876
Non indigenous application upto Rs10000	R s 1 5 6 , 3 5 3	Rs644 ,956	Rs1,65 5,387	Rs4,55 2,315	Rs12,518 ,867
Non indigenous application above Rs10000	R s 8 7 , 9 1 6	Rs362 ,654	Rs930, 813	Rs2,55 9,735	Rs7,039, 272

Subtotal	R	Rs20,	Rs55,0	Rs168,	Rs566,49
Direct	s	163,87	40,771	477,36	4,834
Cost of	8	4		2	
Sales	,				
	0				
	8				
	6				
	,				
	2				
	7				
	6				

Chart: Sales Monthly

Chart: Sales by Year

FINANCIAL STATEMENT:

<i>Start-up Funding</i>	
Start-up Expenses to Fund	Rs383,000
Start-up Assets to Fund	Rs700,000
Total Funding Required	Rs1,083,000
Assets	
Non-cash Assets from Start-up	Rs500,000

Cash Requirements from Start-up	Rs200,0 00
Additional Cash Raised	Rs0
Cash Balance on Starting Date	Rs200,0 00
Total Assets	Rs700,0 00
Liabilities and Capital	
Liabilities	
Current Borrowing	Rs0
Long-term Liabilities	
Accounts Payable (Outstanding Bills)	
Other Current Liabilities (interest-free)	Rs483,0 00
Total Liabilities	Rs483,0 00
Capital	
Planned Investment	
Partners	Rs600,0 00
Investor	0

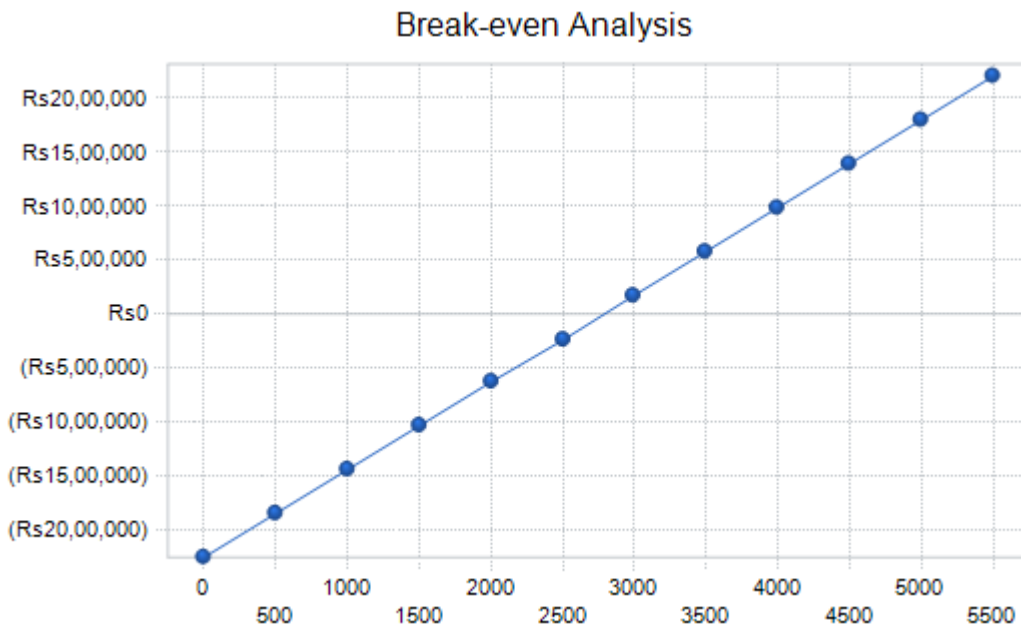
Additional Investment Requirement	Rs0
Total Planned Investment	Rs600,000
Loss at Start-up (Start-up Expenses)	(Rs383,000)
Total Capital	Rs217,000
Total Capital and Liabilities	Rs700,000
Total Funding	Rs1,083,000

BREAK EVEN ANALYSIS:

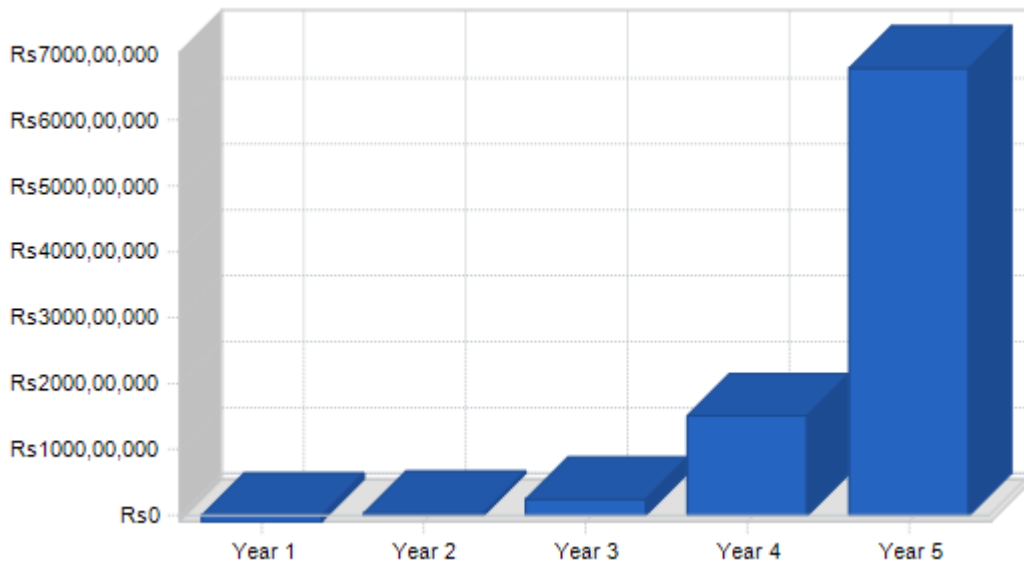
<i>Break-even Analysis</i>	
Monthly Units Break-even	2,787
Monthly Revenue Break-even	Rs2,965,471

Assumptions:	
Average Per-Unit Revenue	Rs1,064.21
Average Per-Unit Variable Cost	Rs252.17
Estimated Monthly Fixed Cost	Rs2,262,792

Chart: Break-even Analysis



Profit Yearly



Gross Margin Monthly

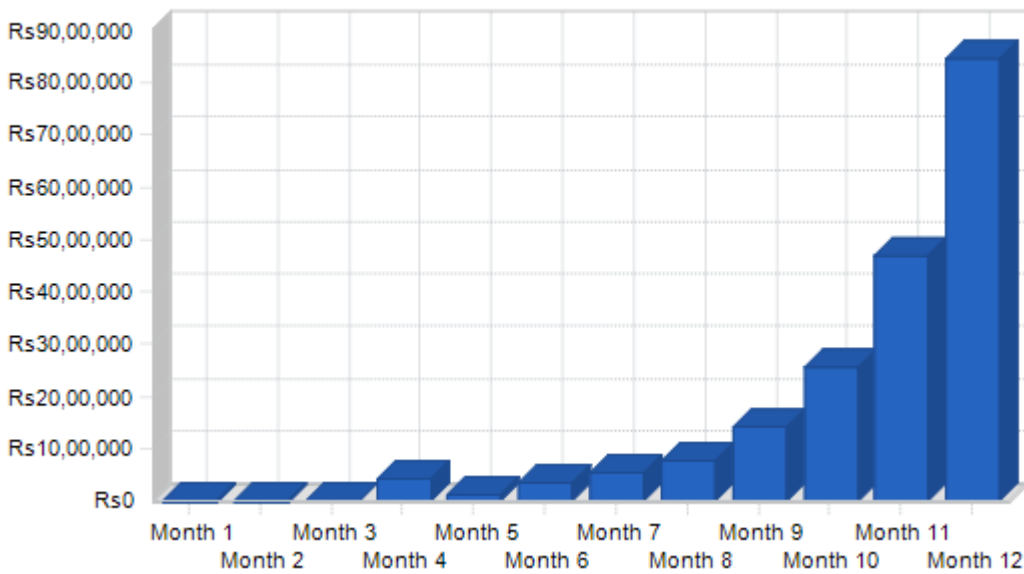
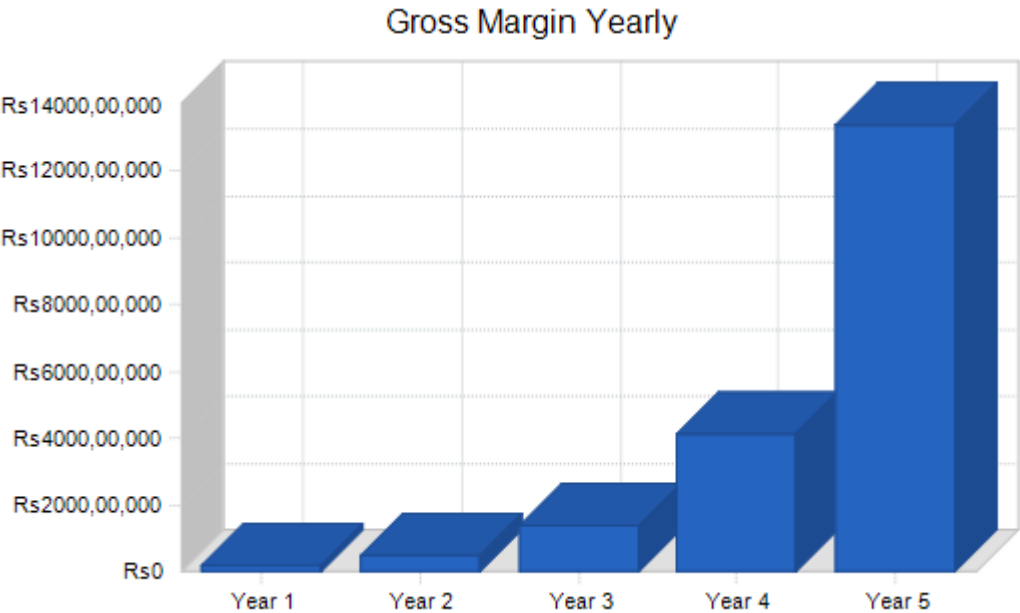
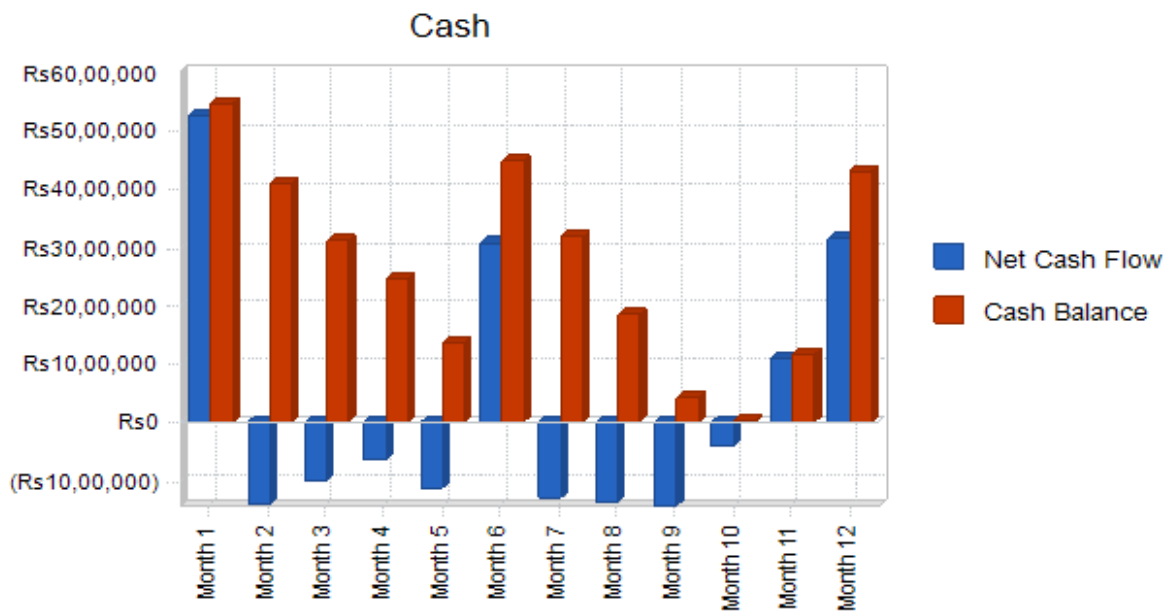


Chart: Gross Margin Yearly





CHAPTER -2

CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

THEORETICAL BACKGROUND OF THE STUDY:

HUMAN RESOURCE:

Human resources are the course of action of individuals who make up the workforce of an organization, business part, or economy. "Human capital" is at times used synonymously with HR, although human capital regularly refers to a more restricted view .

HR have a basic effect of making an association or relationship towards the begin or making a win toward the end, on account of the work gave by representatives. Human resource making is to gather a prevalent understanding on the most capable strategy to have a predominant business relations or relationship in the workforce, which in this way are HR. Furthermore, to draw out the best dedicated disposition of the agents and in this way making a move to a prevalent working environment

Human resource management (HRM or simply HR) is a limit in associations proposed to maximise employee performance in organization of a business' vital goals. HR is fundamentally stressed over the organization of people inside associations, focusing on policies and on systems. HR workplaces and units in affiliations regularly grasp different activities, including employee benefits design employee recruitment, "getting ready and development", performance assessment, and satisfying (e.g., regulating pay and favourable position systems). HR moreover concerns itself with industrial relations, that is, the altering of various levels of hierarchies with requirements rising up out of total managing and from legislative laws.

RECRUITMENT:

Recruitment is the main function of human resource management .It is the preliminary step in appointing a candidate . Recruitment refers to the entire procedure of attracting ,short listing ,choosing and appointing an appropriate applicants for the suitable position in the organization .

According to YODAR Recruitment is discovering the sources of man power which helps in meeting the requirements of the organisation from the pool of applications.

According to EDWIN B. Flippo Recruitment is the process of finding the applicants for the specific vacancy and making them to apply for the specific job in the organisation. Recruitment is the process that connects the employer and the job seeker.

“Recruitment is a procedure of finding and drawing in fit candidates for business. The procedure starts when newcomers are looked for and closes when their applications are submitted. The outcome is a pool of uses from which new workers are chosen”

Recruitment is the way toward finding and sourcing quality profiles for the organizations. It incorporates inquiring about profiles that precisely coordinates the position. Recruitment specialists discover the profiles on work sheets, social destinations, references, continue database and through head chasing procedures.

Recruitment is the positive method to approach the applicants and stimulate them to apply for the activity in the organisation.The extent of Recruitment will be more extensive when more competitors will apply for the job.An association will have the numerous decisions to pick the better ability for the organization ..

In simple words recruitment is the process that gives raise to finding the potential candidates for the organisation .Recruitment is the link between the recruiter and the job seekers .

RECRUITMENT PROCEDURE:

1. Identify the vacancy:

- Managers are in charge of building up a business requirement for recruitment and for justifying the need to fill the opening or the need to make another position.
- A Recruitment Requisition Form should be finished for Director's approval before the recruitment procedure can be started by Human Resources. It is important to guarantee that an opportunity exists.
- Despite the fact that there might be a resignation, it may not generally be important to replace the resigned employee as the function may be absorbed by other employees.

2. completion of Employee Requisition form

The data provided on this form will be important in drawing up the inside and, if essential, outside commercial. Wrong or inadequate data could along these lines bargain the capacity to source the proper candidates.

3. Authorisation of Recruitment Requisitions form

The Line Manager together with Human Resources must fix a salary range and a compensation range and employment review for the position. The Line Manager should then have the requisition endorsed by the

Managing Director before returning the approved Employee Requisition to Human Resources.

4. Advertising:

- HR will draft an inside commercial which will be circled, guaranteeing that that all opening are promoted inside and conveyed to the consideration of all representatives.
- Outer promotions will be drafted and publicized in the fitting media as well as electronic employment job boards.

- 5. CV Selection

- All CVs will be ordered and screened by Human Resources will be sent to the separate Line Manager for CV determination. It is important to note that when leading the CV determination process we guarantee consistency and that Human Resources can just set up interviews once a CV choice done from the Line Manager

- 6. When every one of the CVs have been screened and a shortlisted applicants has been identified, Human Resources will then set up the meetings in conjunction with the Line Managers.

- It is additionally important to take a note of that the inquiries asked must be based on the competency prerequisites of the activity. HR can help with drawing up Interview guides particular to competency appraisals should you require this service.

- It is additionally essential to take note of that every inside applicant are interviewed with first before any thought is given to outside candidates.

- It is suggested that in perspective of Equity and Fairness that interviews are conducted by a panel of two or three interviewers. This could be the immediate line chief to whom the individual would answer to, a topic master and a HR agent. This guarantees the procedure is objective and that the choice to appoint or not to appoint the candidate.

- 7. Selection Stage

- Once all the candidates have been interviewed , a last choice would be made based on the applicants who meets the necessities of the requirement. It is now that psychometric tests could be led on the best three competitors who are potential appointees. It is additionally important to take note of that the psychometric test should not be used as a decision making tool but rather to assist the process In settling on an official conclusion, one would need to consider the consequences of the

psychometric tests in connection to the prerequisites of the activity and also the hopeful's execution amid the interview and results of reference checks conducted.

- No indication should to be given to the employee at any phase with reference to whether we discover them appropriate to the position. This makes a feeling of desire and can bring about IR complications later on the off chance that we choose not to delegate the representative.
- HR together with the Line Manager will lead no less than two reference checks (where possible). A reference check shape must be acquired from Human Resources. Educational records should be checked. Note that the agreement of business is liable to good credit and reference checks.

8. Offer of Employment

- When Human Resources and the Line Manager are happy with the references check and psychometric reports of the suitable candidate, an offer of employment must be discussed and on agreement of the offer, Human Resources will set up an offer of work which must be marked by the Managing Director.
- Once the candidate has accepted the offer, a formal contract of work must be prepared and the significant documentation must be finished and signed.

9. Employee Orientation

On return of the signed Contract of Employment from the candidate, an introduction program for the new worker will be organized by Human Resources. HR will advise the new worker's Line Manager and other significant branches of the new representatives' name, office, official beginning date and any office necessities that might be required.

LITERATURE REVIEW:

Effective research can't be proficient without concentrate basically what as of now exists as general writing and particular examinations. In this way, it is considered as a vital perquisite for real arranging and execution of research ventures.. The review of existing literature helps to formulate hypothesis, identify research gaps and formulate a framework for further investigation.

1.Raymond J. Stone (2005) in the fifth edition of his book Human Resource Management defines recruitment as the process of 'seeking and attracting a pool of applicants from which qualified candidates for vacant job within an company can be selected.'

2. Edwin B. Flippo, in his book Personal Management,1976"Recruitment is the way toward hunting the competitors down work and empowering them to apply for employments in the association"”. (1979)

Recruitment is an action that connects the businesses and the activity searchers. So we can state that Recruitment is a procedure of finding and drawing in fit candidates for work. The procedure starts when newcomers are looked for and closes when their applications are submitted. The outcome is a pool of applicants from which new representatives are chosen.

3.Rustom S.Davar in his book PERSONAL MANAGEMENT AND INDUSTRIAL RELATIONS ,1988

Recruitment is the process of seeking and attracting qualified applicants to fill respective vacancies in the organisation.

4.Costello in his book Human Resource Management(2006)Recruitment is portrayed as the arrangement of exercises and procedures used to lawfully get an adequate number of qualified individuals at the ideal place and time so the general population and the association can choose each other in their own best short and long term interests.

5.Angelo S DeNisi & Ricky W Griffin in their book Human Resource Management (2006) Recruitment is of building up a pool of qualified candidates who are occupied with working for the association and from which association may sensibly choose the best individual or people to hire for business.

6. Micheal Armstrong in his book Human Resource Management Practice (2006), Recruitment is a process of preparing job descriptions and specifications; deciding terms and conditions of employment

7. John M Ivancevich in his book Human Resource Management (2004), Recruitment is a necessary process of a company which begins with job description and job specification
8. D N Venkatesh in his book Human Resource Management (2009), Recruitment shapes the primary stage all the while, which proceeds with choice and finishes with the position of the applicant.
9. Biswajeet Pattanayak in his book Human Resource Management 3rd edition(2005), Recruitment is a procedure of searching for the planned employees and stimulating them to apply for the vacant job in the company.
10. Snot Snell, Bohlander & Veena Vohra in their book Human Resource Management (2010) Recruitment is a process of acquiring the capable candidate with suitable knowledge, skill and ability required for the particular job.
11. Cynthia D Fisher, Lyle F Schvenfeldt & James B Shaw in their book Human Resource Management (2008) Recruitment is a process by which organisations locate and attract individuals to fill job vacancies.
12. George T. Milkovich and John W. Boudreau in his book Human resource management (Fifth Edition) defines Recruitment as activity that identifies and attracts the pool of candidates for changes in employment status ,from which some will later be selected to receive the offers.
13. Korsten (2003) and Jones et al. (2006), in their book Human Resource Management theories defines Recruitment process might be inward or outside or may likewise be led on the web. Normally, this procedure depends on the levels of recruitment arrangements, work postings and points of interest, publicizing, work application and talking process, evaluation, basic leadership, formal determination and training. (Korsten 2003).
14. Alan Price, in his work Human Resource Management, 2007 in a Business Context, formally defines Recruitment and selection is the way towards retrieving and attracting in capable applications with the end goal of work. He expresses that the procedure of recruitment is not a basic choice process, while it needs administration basic leadership and expansive arranging keeping in mind the end goal to choose the most proper manpower.
15. Barry Cushway in his book Human Resource Management ,2001 ,defines Recruitment as critical component of organisation's human resource management processes. Having determined its staffing requirements ,the organisation next has to ensure that it has system in place to attract and select candidates of the right calibre.

16. Lilly M Berry in her book *Employment Selection*, 2003, defines Recruitment as those organisational practices and decisions that determine the number and identity of individuals who are interested enough to apply for a job.

17. Dipak Kumar Bhattacharyya in his book *Human Resource Management*, 2006 defines Recruitment as procedure to find the manpower of labor to meet the necessities or the staffing plan and to utilize viable measures for pulling in that labor in sufficient number to encourage the determination of a productive working power. 18. David A Dicenzo in his book *Human Resource Management*, 2001, defines Recruitment as the process that starts when the organisation notifies the public that openings exists.

19. John Storey in his book *Human Resource Management*, 2001 defines Recruitment as the systematic research that has been done by the organisation in order to attract candidates to apply for vacant jobs in the organisations.

20. Stephen P Robins in his book *Recruitment and Selection* 2003, defines

Recruitment as a procedure of finding and drawing in skilled candidates for employment. This process starts when newcomers are looked for and closes when their applications are submitted.

CHAPTER -3
RESEARCH DESIGNS

STATEMENT OF THE PROBLEM:

It is estimated that atleast 1/3rd of business failures are due to poor or wrong hiring decisions and inability to attract and retain the right talent and there is a need for using the right recruiting procedures and retaining the employees, so the study on Recruitment procedure was selected in order to know how the organization is doing the recruitment procedure that is to attract,select and retain the right candidates for right job.

NEED OF THE STUDY:

- ❖ The project titled “Study of Recruitment Process” is undertaken at MrStudyBuddy. I have opted this topic because talent acquisition is going through rapid growth in current organization situation.
- ❖ In Today’s corporate world,it is the biggest challenge for them to find and retain their employees in their organization,as there is lot of competition and greater oppurtunities for them in other companies as well.
- ❖ It is very important for any company to have a effective recruitment procedure which helps the talent acquisition to recruit the right candidates or rejecting the unfit candidates for the job.

OBJECTIVES:

- ❖ The main objective is to study the Recruitment process of MrStudyBuddy,Bengaluru.
- ❖ To study the various channels/methods of that are used in MrStudyBuddy for acquiring the talents.
- ❖ To get the feedback from the employees over the effectiveness of the Recruitment procedure in MrStudyBuddy

SCOPE OF THE STUDY:

- ❖ The study on Recruitment process helps to understand the different sources of talent acquisition in the firm.
- ❖ The study also gives an exposure to recruitment policy of the organisation.
- ❖ It helps us to know the effectiveness of different recruitment procedure and sources for all types of job applicants in organization.
- ❖ The study focuses on the Recruitment Process that had been executed while recruiting the present employees at MrStudyBuddy.

RESEARCH METHODOLOGY

The process used to collect information and data for the purpose of making business decisions. The approach may include publication research, interviews, studies and other research strategies, and could incorporate both present and historical data. Research Methodology is a way to find out the result of a given problem on a specific problem or matter that is also referred as research problem. In Methodology, researcher uses different criteria for solving the given researcher problem.

HYPOTHESIS:

H0: There is no significant relationship between number of rounds of interviews and effectiveness of the interview process as perceived employees who have been recruited.

H1: There is significant relationship (negative) between number of rounds of interviews and effectiveness of the interview process as perceived employees who have been recruited.

LIMITATIONS:

- ❖ MrStudyBuddy is globally operated in many countries and this study is limited to Bengaluru office only
- ❖ Sample size is limited to 20 newly joined employees only
- ❖ Employees may not have given the right answers for the questionnaire because they does not want to be unfavourable to the organization
- ❖ The employees may have got influenced from their peers and may have answered as same as them.
- ❖ Secondary sources information may not be accurate as it may not be updated

CHAPTER - 4
ANALYSIS AND INTERPRETATION

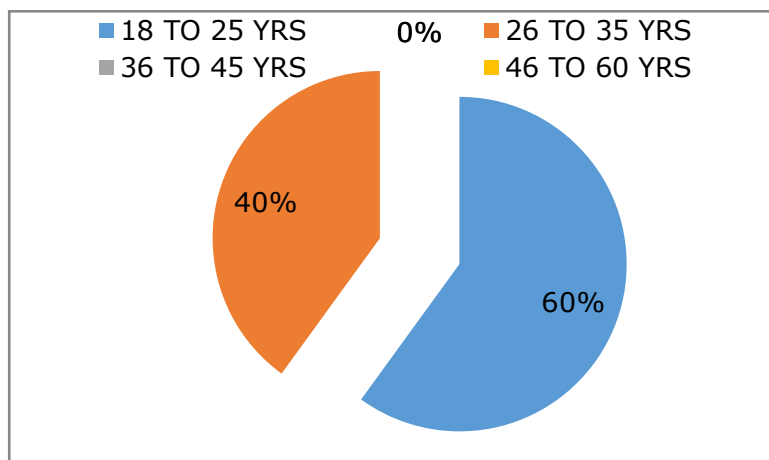
ANALYSIS AND INTERPRETATION:

Analysis

Out of 20 respondents, 12 said that they are aged between 18 to 25 years, 8 of them said that they are aged between 26 to 35 years and none of them were aged between 36 to 45 years or between 46 to 60 years.

Interpretation

Maximum number of employees are between 18 to 25 years of age and least number of employees are between 26 to 35 years of age .



Q2. Gender

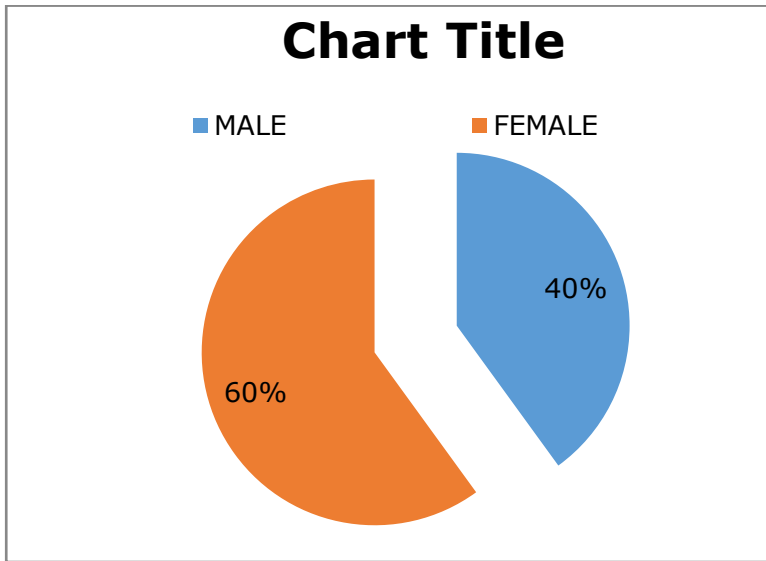
PARTICULARS	RESPONDENTS
MALE	8
FEMALE	12
TOTAL	20

Analysis

Out of 20 respondents, 12 of them male employees and 8 of them were female employees.

Interpretation

This study interprets that maximum number of employees in the organisation are male and least number of employees are female.



Q3. Qualification

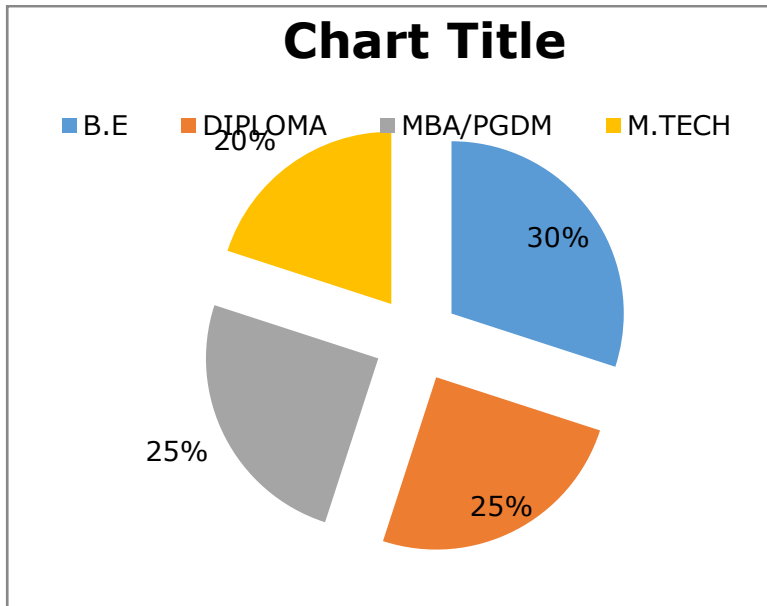
QUALIFICATION	RESPONDENTS
B.E	6
DIPLOMA	5
MBA/PGDM	5
M.TECH	4
TOTAL	20

Analysis

Out of 20 respondents, 6 of them said that their qualification was BE, 5 said that their qualification was diploma, 5 of them said that their qualification is MBA and 4 of them said that their qualification is M.TECH

Interpretation

This response interprets that there are huge number of employees who have the qualification of BE and least number of employees have the qualification of diploma.



Q4. Overall work experience till date?

PARTICULARS	RESPONDENTS
FRESHER'S (0 TO 9 MONTHS)	10
1 TO 2 YEARS	6
2 TO YEARS	2
ABOVE 4 YEARS	2

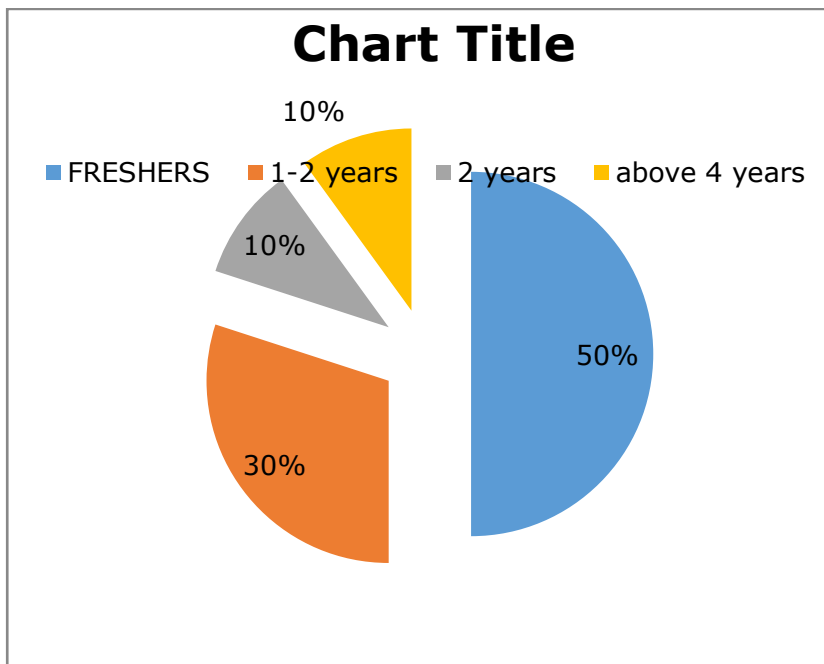
TOTAL	20
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Analysis

Out of 20 respondents, 10 of them said that they were fresher's and had 0 months of work experience, 6 of them said that they had 1-2 years of experience, 2 of them said that they had 2 years of experience and 2 of them had above 4 years of experience.

Interpretation

Maximum number of employees hired for associate level jobs had 1 to 2 years of experience and least number of employees had more than 1 year of experience.



Q5.Total years of Experience at MSB?

PARTICULARS	RESPONDENTS

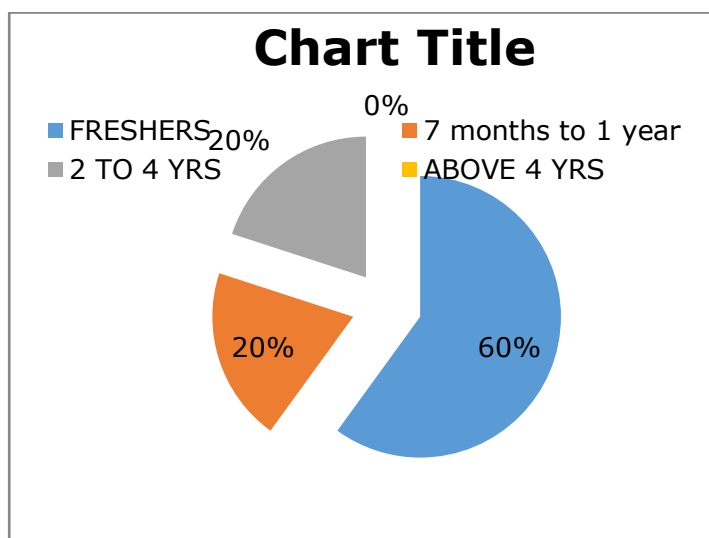
FRESHER'S (0 TO 6 MONTHS)	12
7 months TO 1 YEAR	4
2 TO 4YEARS	4
ABOVE 4 YEARS	00
TOTAL	20

Analysis

Out of 20 respondents, 12 of them said that they were fresher's and had 0 to 6 months of work experience at MrStudyBuddy, 4 of them said that they had 7 months to 1 year of experience, 4 of them said that they had 2 to 4 years of experience and also none of them said that they had above 4 years of experience.

Interpretation

Maximum number of employees hired for associate level jobs at MrStudyBuddy were fresher's who had 0 to 6 months of experience and least number of employees have to 4 years of experience at MrStudyBuddy.



Q6.How did you get to know about the vacancy in the company?

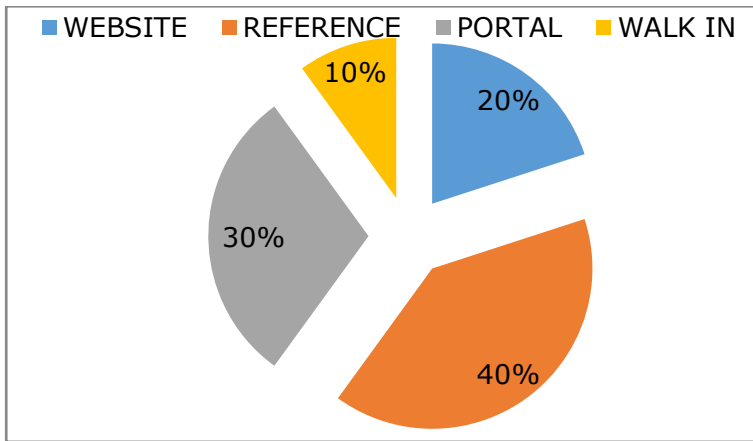
PARTICULARS	RESPONDENTS
WEBSITE	4
REFERENCE	08
PORTAL	06
WALK IN	02
TOTAL	20

Analysis

Out of 20 respondents,4 of them said that they came to know about the vacancy through website,8 of them said they came to know about the vacancy through reference ,6 of them came to know about the vacancy through portal and 2 of them came through walk in

Interpretation

Maximum number of respondents have come to know about the vacancy at MrStudyBuddy through reference and least of them have come through walk in.



.Q7.How many rounds of Interview you had to attend during the selection process?

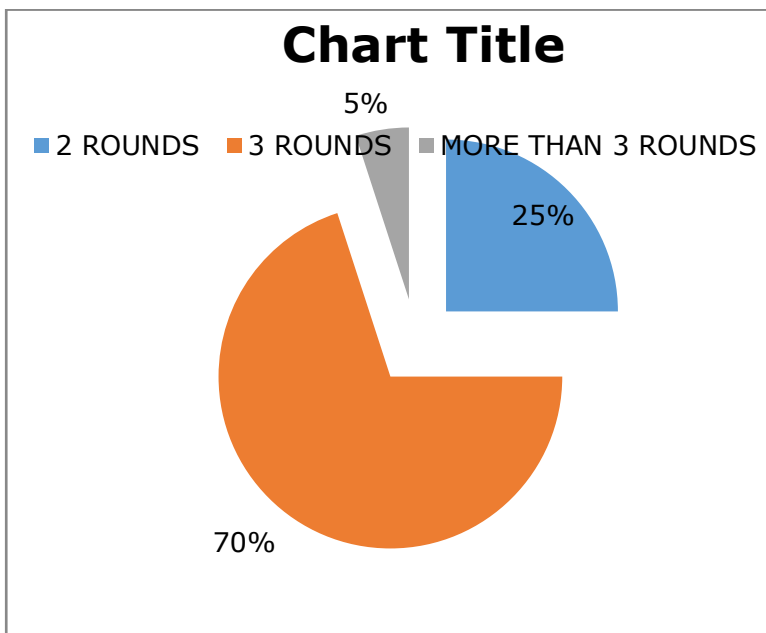
PARTICULARS	RESPONDENTS
2 ROUNDS	5
3 ROUNDS	14
MORE THAN 3 ROUNDS	1
TOTAL	20

Analysis

Out of 20 respondents, 5 of them said they had attended 2 rounds of interview, 14 of them said they had attended 3 rounds of interview and 1 of them said they had attended more than 3 rounds of interview.

Interpretation

Maximum number of employees have attended 3 rounds of interview and least number of employees have attended more than 3 rounds of interviews.



Q8. What types of Interviews/tests you have gone through in your hiring process?

PARTICULARS	RESPONDENTS
FACE TO FACE	8
WRITTEN TEST+FACE TO FACE	6
SYKPE INTERVIEW	2

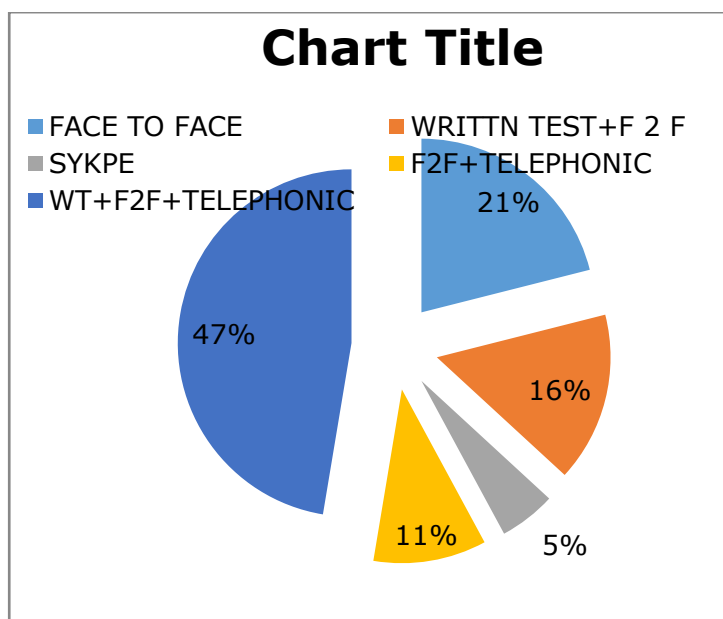
FACE TO FACE+TELEPHONIC	4
WRITTEN TEST+FACE TO FACE+TELEPHONIC	18
TOTAL	20

Analysis

Out of 20 respondents, 8 of them said that they have gone through face to face interview, 6 of them said they have gone through written test and face to face interview, 2 of them said they have gone through Skype interview, 4 of them said they have gone through face to face and telephonic interview and 18 of them said they have gone through written test, face to face and telephonic interview.

Interpretation

Maximum number of employees have attended written test, telephonic and face to face interview and least number of employees have attended written test and Skype interview only.



Q9. Were you completely aware of the job description?

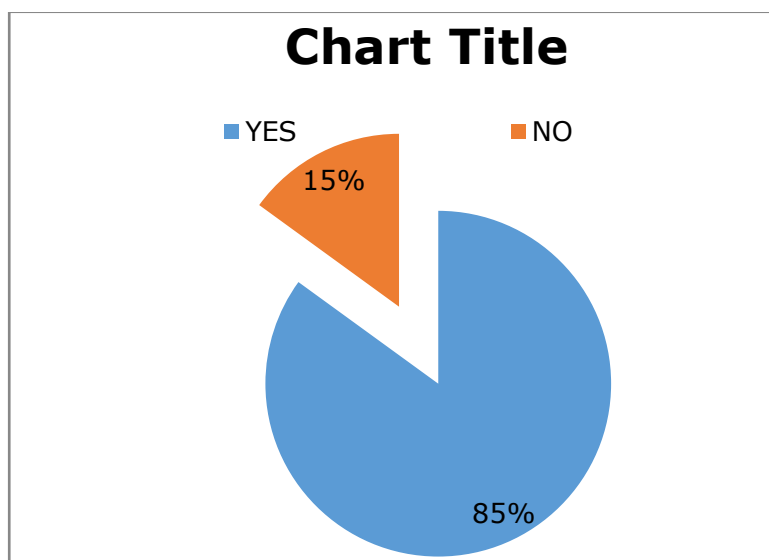
PARTICULARS	RESPONDENTS
YES	17
NO	3
TOTAL	20

Analysis

Out of 20 respondents, 17 of them said that they were completely aware of job description and only 3 of them said they were unaware of the job description.

Interpretation

Maximum number of respondents were completely aware of job description, whereas least number of employees were no aware of the job description



Q10. Did you relocate for the job?

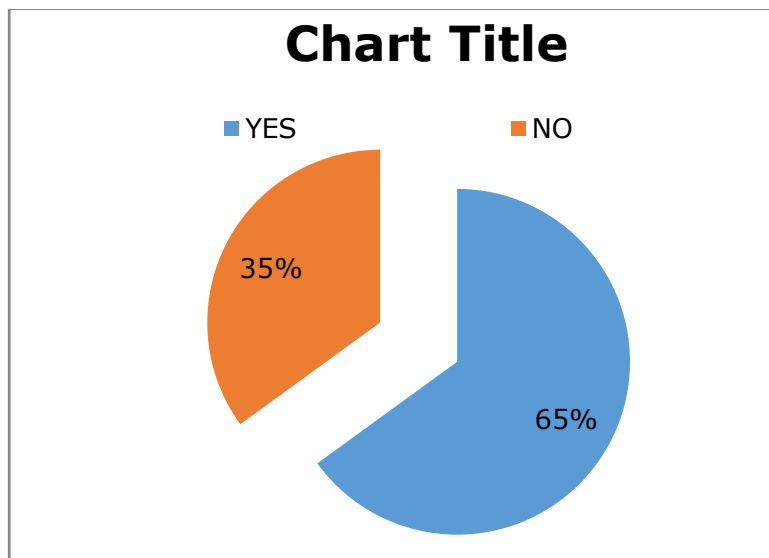
PARTICULARS	RESPONDENTS
YES	13
NO	7
TOTAL	20

Analysis

Out of 20 respondents, 13 of them said that they had relocated for the job and 7 of them said they did not relocate.

Interpretation

Maximum number of employees did not relocate for the job but least number of employees were relocated to bengaluru for the job.



Q11. Was the recruiter in regular touch with you?

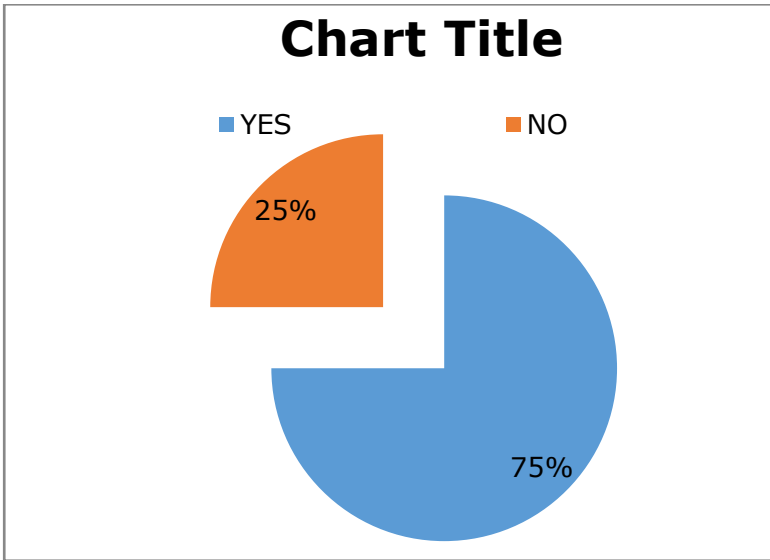
PARTICULARS	RESPONDENTS
YES	15
NO	05
TOTAL	20

Analysis

Out of 20 respondents, 15 of them said that the recruiter of the company was in regular touch with them during the whole recruitment process and 5 of them said that the recruiter was not in regular touch with them.

Interpretation

The recruiter was in regular touch with the maximum number of employees and the recruiter was not in regular touch with least number of employees.



Q12. Through which mode of communication your interview results/feedback was informed to you?

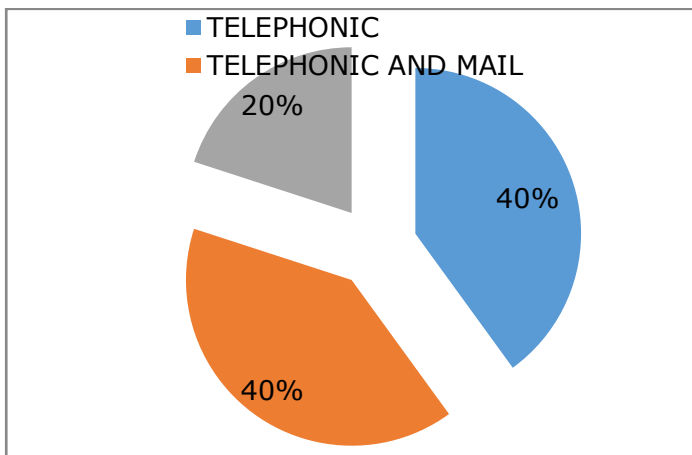
PARTICULARS	RESPONDENTS
TELEPHONIC INTERVIEW	08
TELEPHONIC AND EMAIL	08
TELEPHONIC+EMAIL+MESSAGE	04
TOTAL	20

Analysis

Out of 20 respondents, 8 of them said that they were informed about their interview status through telephonic calls, 8 of them said that they were informed through telephonic calls and email and 4 of them said they were informed through telephonic call, Email and text message.

Interpretation

Maximum number of employees were informed about their interview status through telephonic and email and least number of employees were informed through telephonic call, Email and text message.



Q13. Are you performing the same job that the interviewer had promised you during the recruitment process?

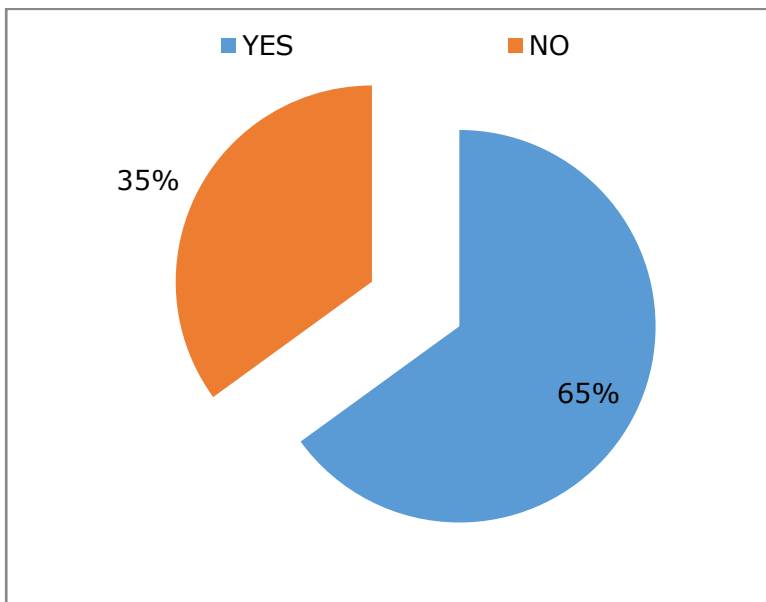
PARTICULARS	RESPONDENTS
YES	13
NO	07
TOTAL	20

Analysis

Out of 20 respondents, 13 of them said they were performing the same job that the interviewer had promised and 7 of them said that they were not performing the same job that the interviewer had promised them during the recruitment process.

Interpretation

Maximum number of employees were performing the same job that was promised to them during the recruitment process and least number of employees were not performing the same job that was promised by the recruiter during the recruitment process.



Q14. Are you aware of the company’s recruitment and selection policies ?

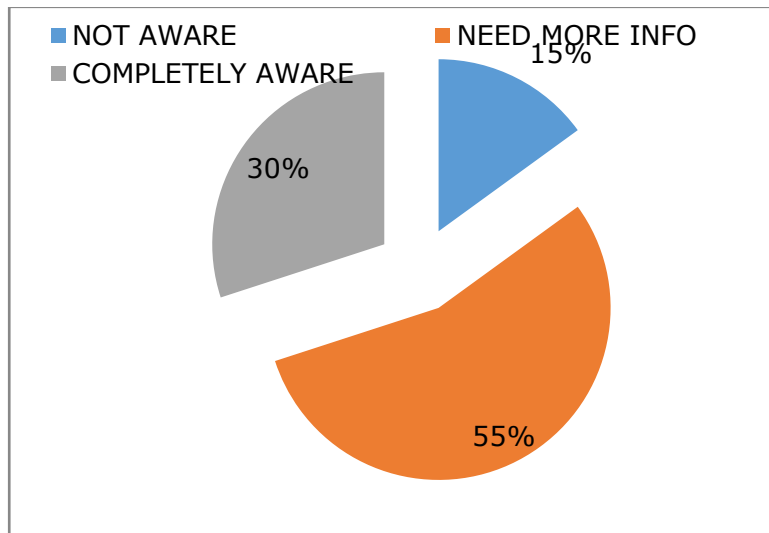
PARTICULARS	RESPONDENTS
NOT AWARE	03
NEED MORE INFORMATION	11
COMPLETELY AWARE	06
TOTAL	20

Analysis

Out of 20 respondents, 3 of them said that they were completely aware of the company's recruitment and selection policies, 11 of them said that they were aware but still wanted more information about the policies and 6 of them were unaware of the company's recruitment and selection policies.

Interpretation

Maximum number of respondents were aware but still wanted more information about the company's recruitment and selection policies and none of the employees were unaware.



Q15. Were you informed about the job location during the hiring process ?

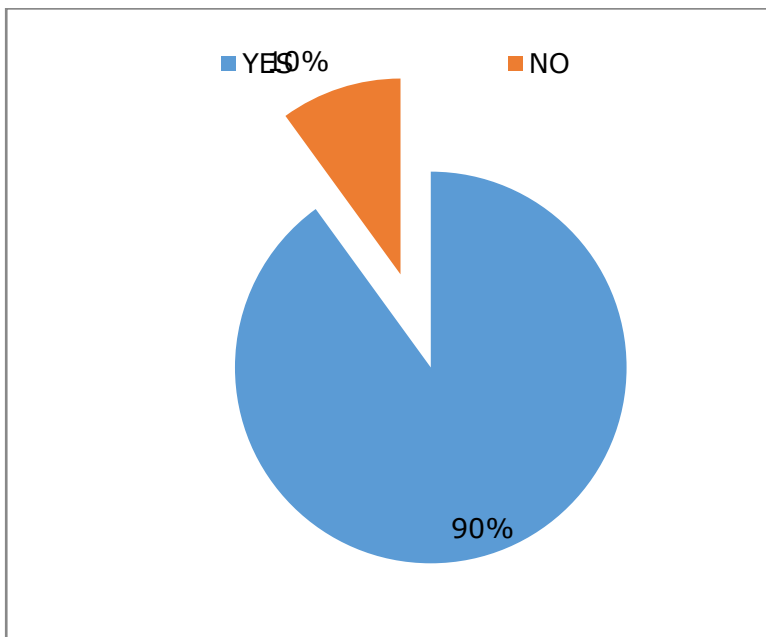
PARTICULARS	RESPONDENTS
YES	18
NO	2
TOTAL	20

Analysis

Out of 20 respondents, 18 of them said they were informed about the job location during the recruitment process itself and 2 of them said that he was not informed about the job location them during the recruitment process.

Interpretation

Maximum number of employees were informed about the job location during the recruitment process and 2 of them were not informed about the job location during the recruitment process.



Q16. Were you informed about the salary package during the hiring process ?

PARTICULARS	RESPONDENTS
YES	18
NO	02

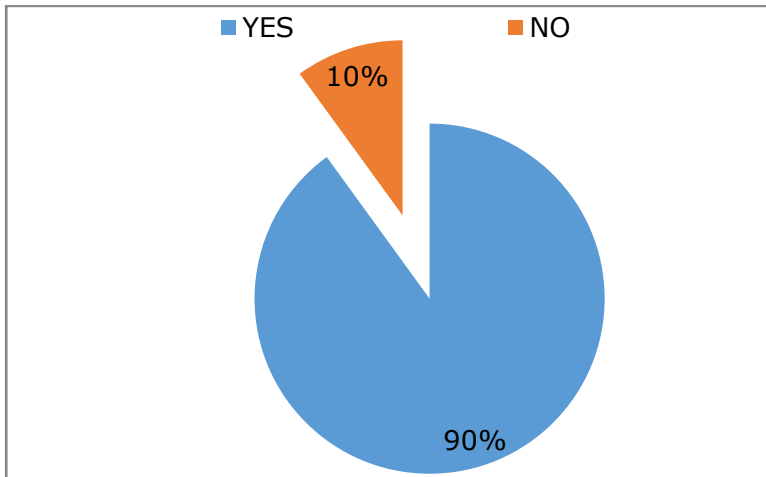
TOTAL	20
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Analysis

Out of 20 respondents, 18 of them said they were informed about the salary package during the recruitment process itself and 2 of them said that he was not informed about the salary package during the recruitment process.

Interpretation

Maximum number of employees was informed about salary package during the recruitment process and least of them were not informed about the salary package during the recruitment process.



Q17. Were you given a chance to negotiate the salary that was offered to you?

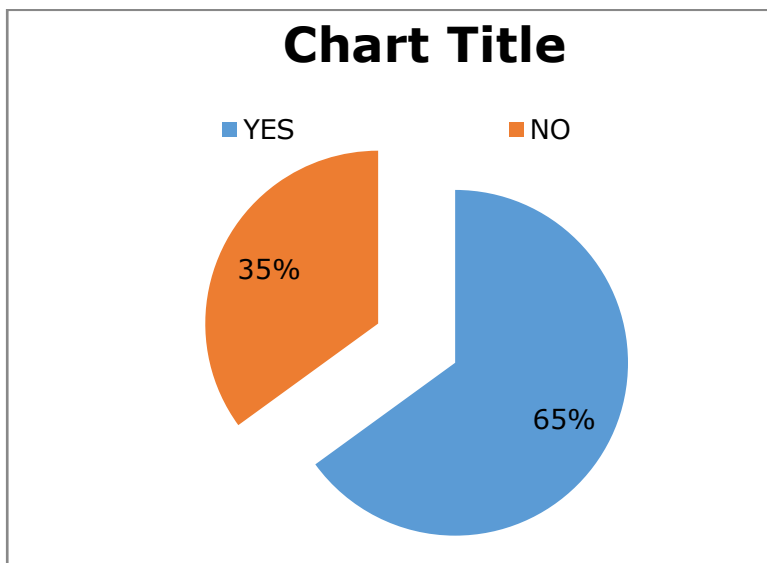
PARTICULARS	RESPONDENTS
YES	13
NO	7
TOTAL	20

Analysis

Out of 20 respondents, 13 of them said they were given a chance to negotiate the salary that was offered to them and 7 of them said they were not given a chance to negotiate the salary that was offered to them during the recruitment process.

Interpretation

Maximum number of employees were not given a chance to negotiate the salary that was offered to and least number of them were given as chance to negotiate their salary breakup during the recruitment process.



Q18.How did you find our pre-employment & On boarding process?

PARTICULARS	RESPONDENTS
POOR	1
AVERAGE	03

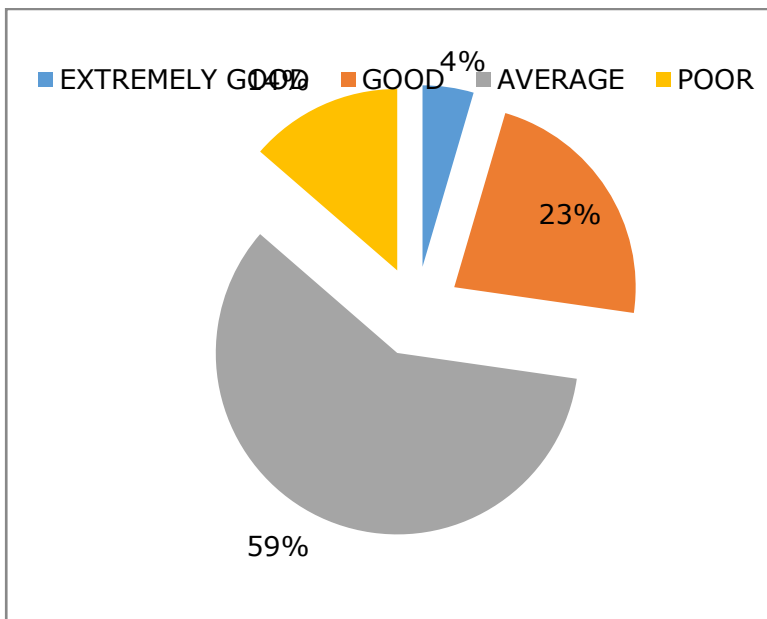
GOOD	13
EXTREMELY GOOD	03
TOTAL	20

Analysis

Out of 20 respondents, 1 of them said that the company's pre employment and on boarding was poor and 05 of them said it was average and 13 of them said it was good and 03 of them said it was extremely good.

Interpretation

Maximum number of employees felt that the company's pre employment and on boarding process to be good and least of them felt it was extremely good and none of them felt it was average or poor.



Q19. Were you informed about the leave and other related policies of the company during the hiring process?

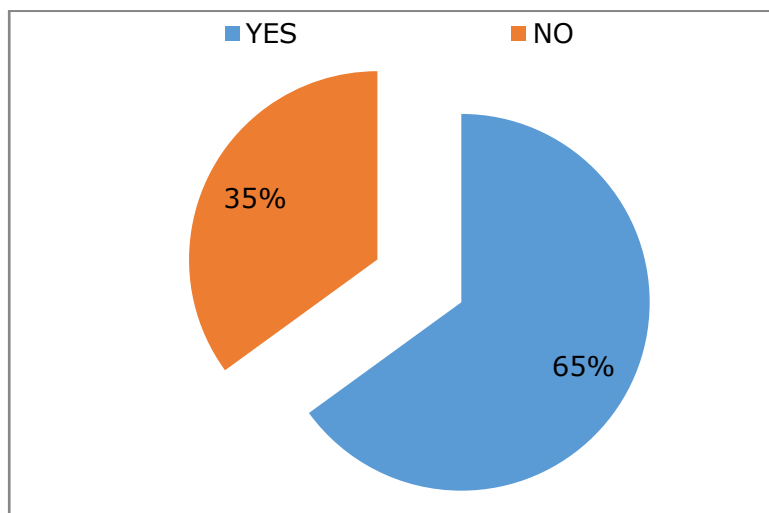
PARTICULARS	RESPONDENTS
YES	13
NO	7
TOTAL	20

Analysis

Out of 20 respondents, 13 of them said that they were informed about the leave and other related policies of the company during the recruitment process and 7 of them said that they were not informed about the leave and related policies of the company during the recruitment process.

Interpretation

Maximum number of employees were informed about the leave and other related policies of the company and least number of employees were not informed about the leave and other related policies of the company during the recruitment process.



Q20. Rate the effectiveness of the recruitment process of MSB?

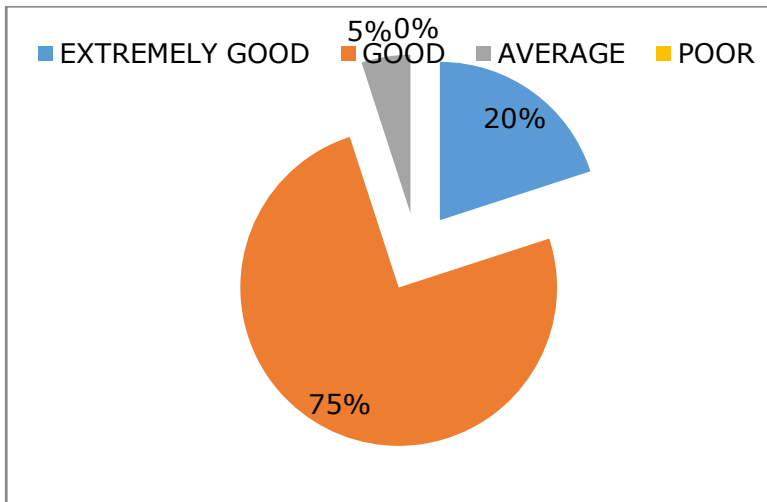
PARTICULARS	RESPONDENTS
EXTREMELY GOOD	4
GOOD	15
AVERAGE	1
POOR	00
TOTAL	20

Analysis

Out of 20 respondents, 4 of them have rated the recruitment procedure of the company as extremely good and 15 of them have rated it as good and 1 of them have rated it as average and none of them said it was poor.

Interpretation

Maximum number of employees rated the effectiveness of the recruitment procedure of the company as good and least number of them rated it as extremely good and 1 of them felt it was average none of them said it was poor.



HYPOTHESIS

Hypothesis Statement

Ho:

Ha:

Rounds of interview

1=2 interview

2=3,

3= more than 3 Effectiveness

1= average

2= good

3= extremely good -0.6

1 1 3

2 2 1

3 1 2

4 2 3

5 1 2

6 1 3

7 2 2

8 2 2

9	1	3
10	2	2
11	2	2
12	2	2
13	2	2
14	2	2
15	3	1
16	1	2
17	2	2
18	2	2
19	2	2
20	2	1

CHAPTER -5
FINDINGS,CONCLUSIONS AND SUGGESTIONS

SUMMARY OF FINDINGS

- ✓ Maximum number of employees working at MrStudyBuddy at associate are aged between 18 to 25 years has been contribution in large amount to the company.
- ✓ Huge number of female employees that is around 60% of employees are contributing to the company and even if the male employees are less compared to female employees,they are also giving their best contribution.
- ✓ Most of the employees are highly qualified and have proper knowledge about the domain they are working.
- ✓ Many of the employees working as content writers's have overall and minimum experience of 1 to 2 years.
- ✓ Most of the employees working as content writer's are fresher's who have recently joined the company.
- ✓ Most of the employees have been taken through employee reference.
- ✓ Maximum number of employees are supposed to take minimum of 2 rounds of interviews before getting into the company.
- ✓ Every candidates has to face the face to face interviews with the respective managers of the units.
- ✓ Most of the employees were aware of the job description during the recruitment process itself
- ✓ Most of the employees were all localites or people who were staying at bengaluru itself.
- ✓ The recruiter was in regular touch with the candidates during the hiring process with reference to the feedback given, informing the interview status,informing about the interview timings etc.
- ✓ The recruiter have maintained the trust with the employees by giving them the same job which was promised to them during the hiring process.
- ✓ Most of the employees were aware of the company's recruitment policy and selection policies.

- ✓ Most of the employees were informed about the job location and salary package during the hiring process
- ✓ Most of the employees have rated the organisation's pre employment ,on boarding process as well as recruitment procedure as **GOOD**.
- ✓ Most of the employees have rated the effectiveness of recruitment process done by the talent acquisition team as **GOOD**

SUGGESTION/RECOMMENDATION:

As per my study on Effectiveness of Recruitment procedure at MrStuddyBuddy PRIVATE LIMITED has focused on the aspects like:

- There are less number of female employees when compared to male employees in this organization,I think they can increase the percentage of female employees so that there will be equal oppurtunities given to them
- Many employees are into the company through reference from the existing employees,they can also increase the usage of job portals for finding the best suitable or the right candidates for the right job.
- They can also increase the usage of technology in interviews like making skype interviews with the candidates,so that little amount of time and cost is saved with both company and the candidates.
- The recruiter can be in touch with the candidates and they can inform the candidates about the salary structure,job description,job location and any such informations briefly before the interview process starts.
- The organization can also try other source of recruiting such as campus recruitments to get the fresh candidates directly out of college.

They can use these suggestions for making their effectiveness of recruitment procedure from good to extremely good.

Conclusion :

According to the analysis (correlation) between number of rounds of interview and the effectiveness of the recruitment process as perceived by the employees recruited the results shows a negative correlation of -0.6 .This implies that according to the employee recruited lesser the rounds of interview the more the employee feels that the recruitment process is effective .

Thus the hypothesis below:

H1: There is significant relationship(negative) between number of rounds of interviews and effectiveness of the interview process as perceived employees who have been recruited.

has been proven significantly to the extent of -0.6 ,as per the correlation analysis

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www.slideshare.com

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Annexure

QUESTIONNAIRE:

NAME:

DESIGNATION:

Q1.Age

- a. 18-25 yrs
- b. 26-35 yrs
- c. 36-45 yrs
- d. 46-60 yrs

Q2.Gender?

- a. Male
- b. Female

Q3.Qualification ?(B.E/B.Tech,M.Tech,Diploma,MBA,PGDM ETC)

ANS:.....

Q4.Overall work experience till date?

ANS:.....

Q5.Total years of Experience at MSB?

ANS:.....

Q6.How did you get to know about the vacancy in the company?

- a .Website
- b. Reference
- c. Portals
- d. Walk-in.

Q7.How many rounds of Interview you had to attend during the selection process?

- a. Two

b. Three

c. Three or more

Q8. What types of Interviews/tests you have gone through in your hiring process?

a. Written test

b. Telephonic Interview

c. Face to face Interview

d. Skype Interview

e. Any other

Q9. Were you completely aware of the job description?

a. YES

b. NO

Q10. Did you relocate for the job?

a. Yes

b. No

Q11. Was the recruiter in regular touch with you?

a. YES

b. NO

Q12. Through which mode of communication your interview results/feedback were informed to you?

a. Telephonic call

b. Email

c. Message

Q13. Are you performing the same job that the interviewer had promised you during the recruitment process?

a. Yes

b. No

Q14. Are you aware of the company's recruitment and selection policies ?

a. Not aware

b. Aware but need more information

c. completely aware

Q15. Were you informed about the job location before hiring process started?

a. YES

b. NO

Q16. Were you informed about the salary package before the hiring process started?

a. YES

b. NO

Q17. Were you given a chance to negotiate the salary that was offered to you?

a. YES

b. NO

Q18. How did you find our pre employment & On boarding process?

a. Poor

b. Average

c. Good

d. Extremely Good

Q19. Were you informed about the leave and other related policies of the company during the hiring process?

a. YES

b. NO

Q20. Rate the effectiveness of the recruitment process of MSB?

a. Extremely Good

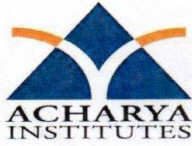
b. Good

c. Average

d. Poor

Q1.Age group of employees.

AGE GROUP	RESPONDENTS
18 TO 25 YRS	12
26 TO 35 YRS	8
36 TO 45 YRS	00
46 TO 60 YRS	00
TOTAL	20



ACHARYA INSTITUTE OF TECHNOLOGY
DEPARTMENT OF MBA
WEEKLY PROGRESS REPORT(16MBAPR407)

Name of the Student: Ruksana Khanum

Internal Guide: Prof. Kisholoy Gupta





USN No: 1AY16MBA63

Specialization: Human Resource

Title of the Project: A Study on Recruitment Process

Company Name: Mr Study Buddy

Week	Work undertaken	External Guide Signature	Internal Guide Signature
15-01-18 to 20-01-18	Introduction about Mr Study Buddy and its services	<i>Shikha Aggarwal</i>	<i>JK</i>
22-01-18 to 27-01-18	Learning about different types of services by Mr Study Buddy	<i>Shikha Aggarwal</i>	<i>JK</i>
29-01-18 to 03-02-18	Orientation and gathering information about the growth of the company	<i>Shikha Aggarwal</i>	<i>JK</i>
05-02-18 to 10-02-18	ANALYSIS of the position of the company	<i>Shikha Aggarwal</i>	<i>JK</i>
12-02-18 to 17-02-18	Research problem identification	<i>Shikha Aggarwal</i>	<i>JK</i>
19-02-18 to 24-02-18	Preparation of the research instrument for data collection	<i>Shikha Aggarwal</i>	<i>JK</i>

26-02-18 to 03-03-18	Theoretical background of the study	Shikha Agarwal	
05-03-18 to 10-03-18	Data collection and data Analysis	Shikha Agarwal	
12-03-18 to 17-03-18	Interpretation of the data gathered during the survey	Shikha Agarwal	
19-03-18 to 24-03-18	Final report preparation and submission	Shikha Agarwal	

Shikha Agarwal

