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BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) (071)
EXAMINATION: DECEMBER - 2025
SEMESTER - IV
Sub.: Recruitment and Selection (BBA23-414HRM)

Date : 30/12/2025**Total Marks : 60****Time: 2.00 pm to 4.30 pm**

Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

Q. 1. Choose the most appropriate option. (05)

1. Which of the following is a permanent hiring type?
 - a) Apprentice
 - b) Contractual
 - c) Regular employment
 - d) Temporary
2. Regular employees receive
 - a) No benefits
 - b) Short-term roles
 - c) Full organizational benefits
 - d) Only commission
3. Internal recruitment refers to hiring
 - a) From outside the company
 - b) From within the company
 - c) Through agencies
 - d) Through job portals
4. A major advantage of internal recruitment is
 - a) High cost
 - b) More paperwork
 - c) Lack of suitability
 - d) Saves time
5. A disadvantage of external hiring is
 - a) Higher cost
 - b) Fresh ideas
 - c) Larger talent pool
 - d) Diversity

Q. 2. State True / False (05)

1. Internal recruitment improves employee grievances
 - a) True
 - b) False
2. Campus recruitment is an example of external hiring
 - a) True
 - b) False
3. Newspaper recruitment ads are usually cost-free
 - a) True
 - b) False
4. Documentation for recruitment includes travel assets
 - a) True
 - b) False
5. Job portals help in posting jobs globally
 - a) True
 - b) False

Q. 3. Write Short notes on (Any Three) (15)

1. Differentiate between promotion and transfer
2. Disadvantages of external hiring
3. Telephonic interviews
4. Five commonly asked interview questions with answers
5. Campus recruitment

Q. 4. Answer in detail (Any Two) (20)

1. Define job analysis. What are its major components?
2. Explain the purpose of conducting a need analysis before hiring.
3. What is external recruitment? Explain any four sources of external recruitment in detail.
4. Prepare a recruitment advertisement for the position of Sales manager in MDH Masale company.

Q. 5. Case study (15)

At BrightWave Marketing Solutions, the HR department continued to rely on its traditional recruitment method—newspaper advertisements, walk-in interviews, and basic screening forms. For years, this approach had been sufficient, as the company mostly hired junior staff and administrative roles. However, as the company expanded into digital marketing and data-driven client projects, management began noticing a gap between the skills required for new roles and the candidates being selected.

The issue became more visible when a series of newly hired employees struggled to perform tasks related to analytics, online campaign management and software-based reporting. Department heads observed that many selected candidates lacked current technical skills, creativity and exposure to modern tools. When questioned, the HR team admitted that they still used manual shortlisting and generic interview questions that did not match the evolving job profiles.

Management reviewed recent hiring data and found that most applicants sourced through the old methods did not fit the competencies required for digital roles. Unlike competitors who used job portals, skill-based tests and social media recruitment, BrightWave continued using outdated processes. This led to hiring mismatches, frequent resignations and increased training burdens.

When HR proposed that newspaper ads still attracted “serious candidates,” management disagreed, pointing out that skilled professionals in digital domains rarely applied through such channels. Despite multiple discussions, no decision had been made regarding adopting modern hiring tools such as online assessments, LinkedIn recruitment, applicant tracking systems or competency-based interviews.

The dissatisfaction continued as performance declined in several projects due to poor hiring choices. Management realized that unless the recruitment method changed, the company would keep hiring underqualified candidates. However, the final strategy for revamping the process remained undecided, leaving the problem unresolved.

Questions:

1. How well does the current recruitment method match the skill requirements of modern job roles in the organisation?
 2. What updated recruitment tools or sources could improve candidate quality and reduce hiring mismatches?
 3. In what ways did outdated selection techniques contribute to poor hiring decisions and performance issues?
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