**NMIMS**

**Course:** Essentials of HRM

**Internal Assignment for June 2020 Examination**

**1. “Abhushan” is a Gems and Stones company which is in a rapid expansion mode. You have newly joined in as Head of HR. You realize that organization may need some re-structuring with regards to job role and responsibility allocation. You need to explain the concept and importance of Job Analysis to the top management. Write down the concept and importance of job analysis and in conclusion mention any 2 methods in data collection process of job analysis**.

**Answer**: Job analysis is the process of determining and recording all the pertinent information about a specific job, including the tasks involved, the knowledge and skill set required to perform the job, the responsibilities attached to the job and abilities required to perform the job successfully. Job analysis is a process to identify and determine in detail the particular job duties and requirements and the relative importance of these duties for a given job. It is a process where judgements are made from data collected on a job. An important concept of job analysis is that the analysis is conducted of the job and not the person. While job analysis data may be collected from incumbents through interviews or questionnaires, the product of the analysis is a

**2. Explain why recruitment is said to be a positive process and selection a negative one. List and explain some of the recruitment methods in the digital age.**

**Answer**: According to Yoder, “Recruitment is a process to discover the sources of manpower to meet the requirements of the staffing schedule and to employ effective measures for attracting that manpower in adequate numbers to facilitate effective selection of an efficient working force.” In this definition more emphasis is given on sources of recruitment so that we can get effective and efficient work force to meet job requirements. A firm must adopt a recruitment process so that they can get pool of applicants in a cost-effective manner. Through recruitment the firm makes the first contact with the potential candidates. The recruitment policy of any organisation is derived from its personnel policy. In other words, we can say that personnel policy provides guidelines for making recruitment plans.

Selection is the process of putting the right person on the right job. It is a procedure of matching organisational Its half solved sample only

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**3. True Wanderer is a decade old leisure and travel company. As a part of the strategic decision to achieve its vision, it decides to conduct training for its call center and other staff selling over the counter products/offers. The company does a thorough research and decides to conduct trainings on the topic of ‘customer centricity’, realizing that giving importance to customers will be the only way to sustainable business. The company hires outside trainers to conducts training based on the outline created by the L&D department of the company. Almost 700 customer care executives and first line staff members are trained and after a year the company sees no effect on sales/ revenue.**

**a. What do you think is the reason behind failure of the above initiative?**

**b. Elaborate on the concept of training need analysis with reference to the above case**.

**Answer**: a) Training helps people in choosing, utilising and evaluating their experiences. Different people have defined training in different ways. According to H. John Bernardin, “Training is any attempt to improve employee performance on a currently held job or one related to it.” In other words, we can say that training focuses on current jobs and it is concerned with specific job skills and behavior.

**Some of the objectives of training are**:

i. To prepare the employee for the changing requirements of the job and the organisation.

ii. To impart basic knowledge to the new employees and ensure job specific intelligent performance.

iii. To prepare employee for higher level tasks.

iv. To ensure effective performance in their respective field.

v. To provide an opportunity for