

Semester ‘Fall 2011’

‘Human Resource Management(Mgt501)’

Assignment No. 02

Marks: 30

Scenario:

There is unenviable situation often faced by the recruiters. They are on front line to locate suitable persons to fill vacant vacancies. Their performance is also measured on the basis of accomplishment of recruiting goals. Over the past several years, there are only few jobs in the market due to unstable economic situation. A number of organizations have been eliminating the employees instead of new recruitment. This elimination also hit HRM and especially the recruiters. Frenzy hiring by the organization, too, creates problem for recruiters. Nowadays, the recruiters are very active to fill the specialized positions that are necessary for the organization to meet its strategic goals. It is the responsibility of recruiters to generate a suitable applicants pool from plentiful workforce. But what if no suitable person is applying? That is exactly what Ahmed must have asked himself.

Mr. Ahmed is working with Star Engineering as HR director. A responsibility was given to him for the recruitment of talented engineers. He had to appoint the engineers of the same caliber as of those working in competitor Japanese firms. He advertised in news-papers extensively but there was no response from suitable candidates. Simply, his advertisement did not pay off! So Mr. Ahmed decided to change the likelihood of response in his favor and adopted a different tactic to capture the attention of potential candidates. He started placing organization recruiting ads on aluminum cans and distributed them in locality which made Star stand out. He received more than 200 applications from suitable candidates, for shortly after the ads hit the streets.

Requirements:

1. Why so many responses were generated by advertisement on aluminum cans instead of typical news papers advertisement? (Marks 15)
2. What lesson can be learned by recruiters? (Marks 15)

Important Tips

1. This Assignment can be best attempted from the knowledge acquired after watching video lecture no. 1 to lecture no.09 and reading handouts as well as recommended text book.
2. Video lectures can be downloaded for free from www.youtube.com/vu.

Schedule

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| Opening Date and Time | December 20, 2011 At 12:01 A.M. (Mid-Night) |
| Due Date and Time | December 27, 2011 At 11:59 P.M. (Mid-Night) |

Note: Only in the case of Assignment, 24 Hrs extra / grace period after the above mentioned due date is usually available to overcome uploading difficulties which may be faced by the students on last date. This extra time should only be used to meet the emergencies and above mentioned due dates should always be treated as final to avoid any inconvenience.

Important Instructions:

Please read the following instructions carefully before attempting the assignment solution.

Deadline:

- Make sure that you upload the solution file before the due date. No assignment will be accepted through e-mail once the solution has been uploaded by the instructor.

Formatting guidelines:

- Use the font style "Times New Roman" and font size "12".
- It is advised to compose your document in MS-Word.
- Use black or blue font colors only.

Solution guidelines:

- Your solution should not exceed the word limit of 150 to 200.
- Use APA style for referencing and citation. For guidance search "APA reference style" in Google and read various website containing information for better understanding or visit <http://linguistics.byu.edu/faculty/henrichsen/apa/APA01.html>
- Every student will work individually and has to write in the form of an analytical assignment.
- For acquiring the relevant knowledge don't rely only on handouts but watch the video lectures and use other reference books also.

Rules for Marking

Please note that your assignment will be graded as Zero (0) if:

- It has been submitted after due date
- The file you uploaded does not open or is corrupt
- It is in any format other than (MS. Word)
- It is cheated or copied from other students, internet, books, journals etc...