

Assignment Assessment Report

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|-------------------------------|----------------------|-------------------------------|-----|
| Campus: | Wlci - chandigarh | Year/semester | 2nd |
| Level: | core | Assignment Type | A |
| Module Name: | HR&TM | Assessor's Name | |
| Student's Name: | RITIKA VAID | Reqd Submission Date | |
| e-mail id & Mob No | Rkritika05@gmail.com | Actual Submission Date | |
| Stream | ACL-II | Submitted to : | |

Certificate by the Student:

Plagiarism is a serious College offence.

I certify that this is my own work. I have referenced all relevant materials.

RITIKA VAID
(Student's Name/Signatures)

| Expected Outcomes | Assessment Criteria | Grade based on D,M,P,R system | Feedback |
|------------------------------------|--|-------------------------------|----------|
| General Parameters | | | |
| Clarity | Clear understanding of the concept | | |
| Analytical Thinking- | Ability to analyze the problem realistically | | |
| Research Done- | Research carried out to solve the problem | | |
| Formatting & Presentation- | Concise & clear thinking along with presentation | | |
| Subject Specific Parameters | | | |
| 1. | | | |
| 2. | | | |
| 3. | | | |

| Grades | Grade Descriptors | Achieved Yes/No (Y / N) |
|----------|--|-------------------------|
| P | A Pass grade is achieved by meeting all the requirements defined. | |
| M | Identify & apply strategies/techniques to find appropriate solutions | |
| D | Demonstrate convergent, lateral and creative thinking. | |

Assignment Grading Summary (To be filled by the Assessor)

| | |
|---|--------------------------------------|
| OVERALL ASSESSMENT GRADE: | |
| TUTOR'S COMMENTS ON ASSIGNMENT: | |
| SUGGESTED MAKE UP PLAN (applicable in case the student is asked to re-do the assignment) | |
| REVISED ASSESSMENT GRADE | |
| TUTOR'S COMMENT ON REVISED WORK (IF ANY) | |
| Date: | Assessor's Name / Signatures: |

Case Study

Marigold is an Indian FMCG company operational in the soaps and detergents market. Its head office is in Delhi. It has two products, Marigold pure (soap) and Marigold white (detergent). In spite of tough competition from Indian and international brands; the company enjoys a market share of 20% in its soap segment and 32% in detergent segment. The competitive advantage of the company has been its aggressive sales force and low pricing. The company currently has 500 sales people on its payroll across the country. Out of these 500 people 75 are senior management area sales managers or zonal sales managers and the remaining 425 are sales executives.

For the coming year 2011-2012, the senior management has fixed a target of increase in sales of 5% in the soap segment and 5% in the detergent segment. To achieve this target the company has allocated a budget for recruiting 30 new sales people. Out of which 6 would be in the senior management category and 24 would be in middle and junior executives. The senior management also desires the increase in sales should be achieved till Diwali season, so that the company could achieve maximum profitability.

You have joined Marigold as an HR executive, your first assignment includes

- 1) Designing a manpower plan and a recruitment plan.
- 2) Suggesting the most appropriate sources (internal and external) for recruiting the candidates.
- 3) Preparing an initial screening matrix.

ANSWERS

Manpower plan & recruitment plan:

Manpower Planning which is also called Human Resource Planning. It includes putting the right number of people and the right kind of people at the right place and time, doing the right things for which they are suited for. Human Resource Planning has to be a systems approach and is carried out in a set procedure.

The procedure is as follows:

1. Analysing the current manpower inventory
2. Making future manpower forecasts
3. Developing employment programmes
4. Design training programmes

Company: Marigold (FMCG)

Current manpower inventory:

- Deals in 2 products Marigold pure (soap) and Marigold white (detergent) with a market share of 20% in its soap segment and 32% in detergent segment.
- Current total company sales person on payroll = 500
- Senior sales manager & zonal sales manager = 75
- Sales executive = 425

Future manpower forecast:

- Total sales people: 30
- Senior management people: 6
- Middle and junior executives: 24

Developing employment programme:

Developing employment programmes will include recruitment, selection procedures and placement plans.

Recruitment:

A process of finding and attracting capable applicants for employment. The result is a pool of applications from which new employees are selected.

Marigold recruitment plan:

1. Requirement –

Total No. of new sales persons required =30

For senior management =6

For middle and junior management =24

2. Sources –

Internal –

- Employee referral
- Promotion from middle management to senior management and junior to middle management.

External –

- Campus recruitment from colleges and universities.
- Placement agencies
- Advertisement in newspapers

2. Most appropriate internal and external source for recruitment:

Recruitment

Is the process of searching the candidates for employment and stimulating them to apply for jobs in the organization”.

Recruitment is the activity that links the employers and the job seekers.

Therefore it is,

“A process of finding and attracting capable applicants for employment. The process begins when new recruits are sought and ends when their applications are submitted. The result is a pool of applications from which new employees are selected. It is the process to discover sources of manpower to meet the requirement of staffing schedule and to employ effective measures for attracting that manpower in adequate numbers to facilitate effective selection of an efficient working force.”

Most appropriate **internal sources** are as follows:

1. Employee referral
2. Promotion from middle management to senior management and junior to middle management.
3. Promotion to fill a higher level position.
4. Role enhancement/enlargement and Training of existing employees to take on additional responsibilities
5. Rehiring of retrenched employees
- 6.

Most appropriate **external source** are as follows:

1. Campus recruitment from colleges and universities like management colleges and other college and university students
2. Placement agencies
3. Advertisement in newspapers

3. Initial screening matrix

Candidate name:

Contact number:

Email id:

Interview date:

| Fields | Rating | | | | | Remarks |
|-------------------------|--------|---|---|---|---|---------|
| | A | B | C | D | E | |
| 1. Communication skills | | | | | | |
| 2. Subject knowledge | | | | | | |

| | | | | | |
|--|--|--|--|--|--|
| 3. General knowledge | | | | | |
| 4. Confidence level | | | | | |
| 5. Analytical and decision making ability | | | | | |
| 6. Willingness to learn | | | | | |
| 7. Passion towards work | | | | | |
| 8. Personality | | | | | |
| 9. Attitude | | | | | |
| 10. Interpersonal skills | | | | | |

PARAMETERS:

A = excellent B = good C = average D = satisfactory E = poor

Signature of candidate

Signature of interviewer
