



**Q.4 Answer the following. (Any two)**

**(18)**

1. Modern Age Solution Co. wants to recruit 250 representatives to work in its call centre office located near a metropolitan city. The call centre works 24 hours divided into three shifts. The minimum qualifications required for the job are a graduate degree, fluency in speaking English, sensitivity to customer needs and willingness to work hard in any shift.
  - (A) Draft a suitable advertisement for the job vacancies.
  - (B) Suggest the suitable sources of recruitment which a company should employ.
  - (C) Recommend a Selection Process the company should adopt.
  - (D) Should the company use tests for selecting employees? If yes, recommend suitable types of tests.
2. Define Employee Engagement. Explain the factors of employee engagement in detail.
3. Discuss in detail the essential elements of effective performance appraisal system.