



# A STUDY ON RECRUITMENT AND SELECTION AT BIG BAZAAR-HYDERABAD

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## ABSTRACT

*This study throws light upon various sources of recruitment and selection process in Big Bazaar company. The main purpose of the study is to identify the probable area of improvement for the next generation to make recruitment and selection practices more efficient. The recruitment and selection process is the foremost pillar of success in any organization. Thus, every business must seek to improve the quality of its workforce. To get the best human resource, an efficient and well planned strategy is required at the workplace. Nowadays, technical advances are being made in the field of human resource with time and slowly the traditional sources of human resource are being replaced by new and technically enhanced sources and methods of recruitment and selection processes. Therefore, recruitment process in an organization must be effective to attract the best talent. The primary data for this study has been collected through a structured questionnaire and convenience sampling method was used. In this paper, an attempt has been made to understand the advancing recruitment and selection (staffing) process in the Big Bazaar Company and offer a recommendation for the same.*

**KEY WORDS :** Recruitment, Selection, Human resource, Manpower planning, Big Bazaar.

## INTRODUCTION

The conscious and specific direction of effort towards the quality of the workforce in the short and long term. It involves all quality of the workforce in the short and long term. It involves all processes and activities aimed at managing the human resource of an organization i.e. Manpower, planning, recruitment, training and development, career management and human performance. It also involves the productive use of people in achieving the organizations strategic business objectives and the satisfaction of the individual employees needs. In other words it is a formal system for the management of people within the organization. It is mainly divided in to three major areas, staffing, rewarding and designing work.

Human resources planning means deciding the number and type of the human resources required for each job, unit and the total capacity for a particular future date in order to carry out organizational activities. Human resources planning as "a process by which an organization should move from its current man power position to its desired manpower position. Though planning management strives to have the right number and right kind of people at the right place at the right time, doing things, which result in both the organization and the individual receiving maximum long run benefit.

Once the required number and the kind of human resources are determined, the management has to find places where required human resources are/will be available and also work

out strategies for attracting them towards the organization before selecting suitable candidates for jobs. This process is generally known as recruitment. Technically speaking the function recruitment precedes the selection function and it includes only finding, developing the sources of prospective employees and attracting them to apply for jobs in an organization

To define and describe the scope of human resource management requires an understanding of the influences that the changing environment in which human resource management is situated have on human resource management systems and roles. For this reason, a brief survey is given of aspects of the environment that were taken into account when compiling the definition and scope of human resource management.

## SCOPE OF THE STUDY

The study covers BIG BAZAAR in Hyderabad consisting of 100 employees.

To analyze the recruitment and selection process in the organization.

To suggest any measures/ recommendations for the improvement of recruitment procedure.



## OBJECTIVES OF THE STUDY

The purpose of the study is to learn the practical applicability of the theoretical knowledge gained about recruitment and selection process.

- ❖ To gain knowledge about the process of recruitment and selection
- ❖ To know the effectiveness or ineffectiveness of the process of recruitment and selection
- ❖ To prepare the employees to move higher in their jobs.
- ❖ To impart new entrants with basic HRD skills and knowledge.
- ❖ To develop the potentialities of the employees for the next level job.

## NEED OF STUDY

The purpose of study is to learn the practical applicability of the theoretical knowledge gained about recruitment and selection process.

- To gain knowledge about, the process of recruitment and selection in BIG BAZAAR.
- To know the effectiveness or ineffectiveness of the process of recruitment and selection in BIG BAZAAR.

## RESEARCH METHODOLOGY

### DATA COLLECTION METHODS

The data for the study was collected through primary and secondary METHODS

#### Primary Data;

Primary methods are those methods that provide first hand information. The methods followed were interview methods and questionnaire method

#### (a) Interview method:

By this method the employees and managers of the BIG BAZAAR were asked questions regarding the recruitment and selection process, its effectiveness and the relevant or required changes they intended to have in the present recruitment and selection process of the company. The managers of different departments were the majority to be interviewed in the entire sample taken.

#### Secondary Data:

Secondary methods are those methods that provide already existing information of the past, also called as second hand information. The information was obtained from the different HR journals published by the organization for various purposes like HR 'department personal use, reference by any other department about the performance of various activities that have been started by the HR department, to know about the performance appraisal system or the bonus system etc.

## PERIOD OF THE STUDY

Since so many years **BIG BAZAAR** Hyderabad has been following the same procedure of appraisals for their executives and employees and for the study of my project last on-year data has collected on Selection process.

Sampling technique:

Sampling technique is adopted in multi stages.

Stage 1:

Company is selected from particular region only.

Stage 2:

A Sample of 100 is selected through convenient random sampling.

Population Size: 487.

Sample Size: 100

## REVIEW OF LITERATURE

According to Korsten (2003) and Jones et al. (2006), Human Resource Management theories emphasize on techniques of recruitment and selection and outline the benefits of interviews, assessment and psychometric examinations as employee selection process. They further stated that recruitment process may be internal or external or may also be conducted online. Typically, this process is based on the levels of recruitment policies, job postings and details, advertising, job application and interviewing process, assessment, decision making, formal selection and training (Korsten 2003).

Rajesh, M., and T. Mahesh Babu.(2018) In article "Human Capital Growth and its Significance on Organisation Performance: Facts from Developmental Economics." Clearly stated that the importance of recruitment and selection and training how to make humancapital for the success of organisation in globalised world (2018): 95-109.

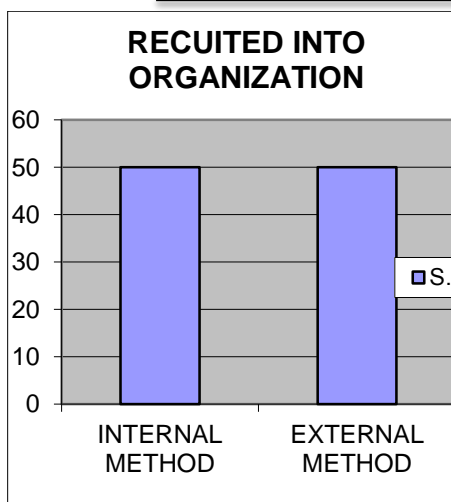
Price (2007), in his work Human Resource Management in a Business Context, formally defines recruitment and selection as the process of retrieving and attracting able applications for the purpose of employment.

Hiltrop (1996) was successful in demonstrating the relationship between the HRM practices, HRM-organizational strategies as well as organizational performance. Hiltrop's (1996) work also showed that selectively hiring has a positive impact on organizational performance, and in turn provides a substantial practical insight for executives and officials involved.

## DATA ANALYSIS

1 .By which method did you get recruited in to the organization?

S. No	Response	No of Respondents	Percentage
1.	Internal method	50	50%
2.	External Method	50	50%
		100	100

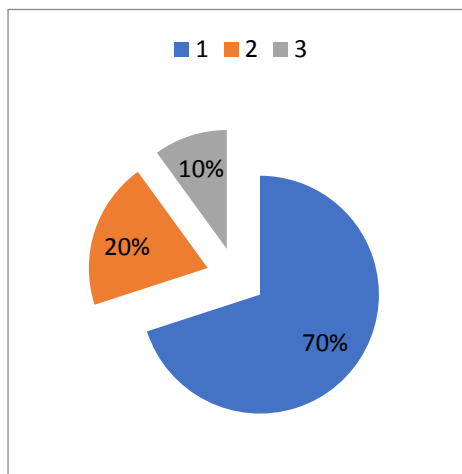


**Interpretation**

The above table shows that 50% of respondents were recruited by internal method and remaining 50% by external method

2. If by internal method, by which method were you recruited?

S. No	Response	No of Respondents	Percentage
1.	Referred by employees	70	70%
2.	Inter department transfer	20	20%
3.	Promotion	10	10%
		100	100%



**Interpretation**

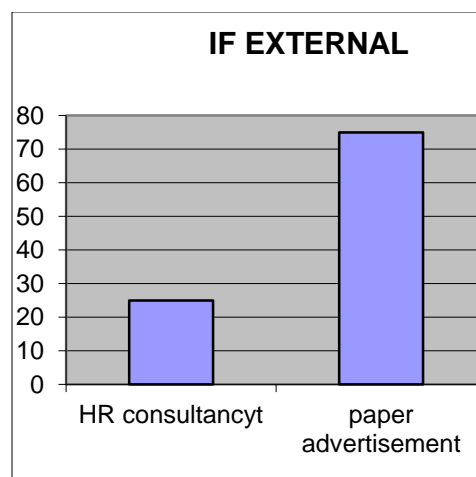
The percentage of usage of different internal methods of recruitment like employee referrals, interdivisional and promotion followed by the organization is 70%, 20% and 10% respectively.

3. If by external method, by which method were you recruited?

S.No	Response	No of Respondents	Percentage
1.	Direct call for an interview	55	55%
2.	Call to attend the test	15	15%
3.	Direct appointment	30	30%
		100	100%

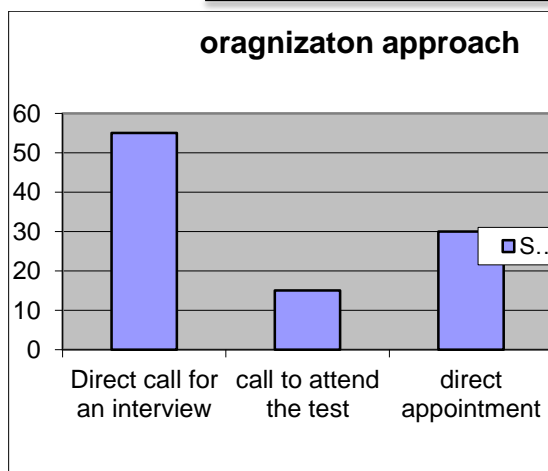
S. No	Response	No of Respondents	Percentage
1.	HR Consultancy	25	25%
2.	Newspaper	75	75%
		100	100%



**Interpretation**

The information regarding the preference of the external methods of recruitment like HR consultancy; Newspaper advertisements followed by the organization are 25% and 75% respectively.

4. After screening of application how did the organization approach you?-



### INTERPRETATION

The above table shows that 55% of respondents agreed direct call for an interview and 15% call to attend the test and the remaining 30% by direct appointment.

### FINDINGS

- 50% of respondents were recruited by internal method and remaining 50% by external methods.
- The percentage of usage of different internal methods of recruitment like employee referrals, interdivisional and promotion followed by the organization is 70%, 20% and 10% respectively.
- The information regarding the preference of the external methods of recruitment like HR consultancy; Newspaper advertisements followed by the organization are 75% and 25% respectively.
- 55% of respondents agreed direct call for an interview and 15% call to attend the test and the remaining 30% by direct appointment.
- 15% of respondents attended technical test 15% of respondents attended situation test and 70% of respondents appeared for subject test.

### SUGGESTIONS

1. While it is a fact that BIG BAZAAR is deploying a good number of recruitment methods.
2. What is important is that the traveling public should further explore and install such recruitment methods, which go to improve public handling methods especially by Marketing Executives.

3. It is suggested a sensitivity training method tailored to enable dealing with commuters should be evolved in consultation with management experts and social psychologists.
4. Employees who are on 'long sick', 'or long absent' should be included in the recruitment need analysis.
5. They should be directed to undergo training at the training college.

### CONCLUSION

From the study, the following conclusions are arrived at:

- ❖ Depending on the job vacancy, job specifications and the appropriate source of recruitment is chosen.
- ❖ Mostly, the internal source of recruitment is through employee referrals.
- ❖ It is the responsibility of the recruitment personnel to conduct the needed tests, interviews etc.
- ❖ Most of the interviews that are conducted on the basis of depth interviews.
- ❖ Qualification, experience and personal traits are all important and play a vital role in the selection of a candidate.

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