



Internship Report on ‘Recruitment and Selection Practices of Expo Apparels Ltd’

Submitted to

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Submission Date
December 8th, 2015

BRAC University



BUS 699: Internship Report

On

**“Recruitment and Selection Practices of
Expo Apparels Ltd”**

Submitted To:

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Date of Submission: 08 December, 2015

Letter of Transmittal

December 8th, 2015

Mr. Shamim Ehsanul Haque

Assistant Professor

School of Business, BRAC University,

Dhaka, Bangladesh.

Subject: Submission of the Internship Report on “Recruitment and Selection Practices of Expo Apparels Ltd”.

Dear Sir,

I have prepared the final internship report on ‘*Recruitment and Selection Practices of Expo Apparels Ltd*’ as a part of the course requirement for the BUS 699 course. During my internship of 12 weeks, I have worked in the HR Department of Expo Apparels Ltd under the direct supervision of Mr. Shamit Ahmed Chowdhury, Executive Director, Expo Apparels Ltd. Having the opportunity to work in the company as well as working in the internship project has augmented and assisted me to integrate the knowledge which I gained from the two years of rigorous course work. I have therefore, tried to apply and implement this knowledge accordingly in this internship report. I would also be delighted to furnish you with any details, if required.

Yours Sincerely,

Mohammad Sadmani Iqbal ID: 13264049



Acknowledgement

First of all, I would like to thank my intern faculty supervisor, Mr. Shamim Ehsanul Haque, for the valuable advice and support he had given me in completing the report on '*Recruitment and Selection Practices of Expo Apparels Ltd*'.

Next, I would like to thank my intern supervisor in Expo Apparels Ltd, Mr. Shamit Ahmed Chowdhury, who had been very kind enough to teach me how the HR department of Expo Apparels functions and operates in the highly competitive RMG industry. He taught me how important the role HR plays in making the employees in the organization more competent in their work. He has mentored me throughout my entire internship and had been very kind and supportive in giving me meaningful work which contributes to the effectiveness of the HR department of the company.

I would also like to thank my friends and family who had been very supportive of me when I was working on the report. Last but not the least, I would like to thank the almighty Allah for giving me the strength and ability to complete my internship report successfully in due time.



Executive Summary

As a part of my MBA academic requirement, I have joined Expo Apparels Ltd, a buying house company in Dhaka in their three months internship program. Based on my internship experience, I have prepared an internship report on the “*Recruitment and Selection Practices of Expo Apparels Ltd*”. I was assigned to the HR department of Expo Apparels Ltd as an intern under direct supervision of the Executive Director of the company.

Recruitment and Selection in Expo Apparels Ltd is an integral part of the organization. The HR department of Expo Apparels Ltd strives to execute the HR functions of the organization effectively and optimally.

In this report I have briefly provided the overview of the company. Then I have outlined the HR functions and practices of the company. Next I have discussed in detail my internship activities in Expo Apparels Ltd. I have tried to effectively integrate the knowledge that I gained through my course works with my work as an intern in the company.

I have also conducted a survey in this report. After completing the survey, I have provided the analysis of the survey. Then, I went on to discuss about the findings of the survey regarding the employee perception of the company.

In the final part of the internship report, I provided some recommendations and conclusion, which in my opinion would help improve the employee perception of the company if implemented.



Table of Contents

<i>Content</i>	<i>Page No.</i>
Chapter 1.1: Introduction	1-1
1.2: Background of the study	1-1
1.3: Significance of the study	1-4
1.4: Objective of the study	4-4
1.5 Limitations	4-5
Chapter 2.1: Methodology	5-5
2.2 Data Collection Method	5-5
2.3 Primary Sources	6-6
2.4 Secondary Sources	6-6
Chapter 3.1: Overview of the Company	6-6
3.2 Owners and Management	7-7
3.3 Number of Employees	7-7
3.4 Customers or Buyers of the Company	7-8
Chapter 4.1: HR Functions and Practices of Expo Apparels Ltd	8-9
Chapter 5.1: Internship Activities in Expo Apparels Ltd	9-11
Chapter 6.1: Analysis of the Survey	12-19
Chapter 6.2: Findings of the Survey	20-21
Chapter 7.1: Recommendation	21-21
Chapter 8.1: Conclusion	22-22
Chapter 9.1: Reference	23-23
Chapter 10.1: Appendix	24-24

Chapter 1.1: Introduction

This internship report is prepared in order to fulfill the MBA requirement of BRAC University. This report was designed to integrate the theoretical knowledge gained from the course works studied in the University with the practical work that takes place in real life business. I have worked in Expo Apparels, a buying house company in Bangladesh as an intern in order to use the knowledge I gained in my course works and integrate it effectively in my intern works.

My internship period started from September 13, 2015 and will end on December 13, 2015. I was assigned in the Human Resource department of the company and my organizational supervisor was Mr. Shamit Ahmed Chowdhury, the Executive Director of the company. This report is based on the 'Recruitment and Selection Practices' of the company and the knowledge and real life experience I gained from working in the HR department of the organization.

Chapter 1.2: Background of the Study

Human Resource in an organization plays a vital role in the prosperity of an organization. In this internship report, I have discussed in detail my experience of working in the HR department of a buying house company. Furthermore, I have conducted a survey on the recruitment and selection practices of the company to find out if their practices are effective for the company.

Chapter 1.3: Significance of the Study

Recruitment and Selection process of an organization is an important function for any organization. The primary reason for preparing this report is to understand the importance of this

function in any organization and to integrate theoretical concepts with practical work experience. Having the best employees in the organization can boost the performance of any organization. That is why recruitment and selection process of an organization is very important to ensure that the best employees work in the organization.

According to Australian Human Resource Institute, *“Recruitment can be defined as searching for and obtaining a pool of potential candidates with the desired knowledge, skills and experience to allow an organization to select the most appropriate people to fill job vacancies against defined position descriptions and specifications. The purpose of the recruitment process is to find the widest pool of applicants to provide the greatest opportunity to select the best people for the required roles in an organization. Acquiring the best applicants for a role can be a competitive advantage for an organization whereas ineffective recruitment and selection can result in enormous disruption, reduced productivity, interpersonal difficulties and interruptions to operations, customer service and long term costs”* (Australian Human Resource Institute, n.d.).

Additionally, the Australian Human Resource Institute states that *“Once a pool of candidates has been identified through the recruitment process the most appropriate candidate, or candidates are identified through a selection process including but not limited to interviewing, reference checking and testing. The purpose of the selection process is to ensure that the best person or people are appointed to the role or roles using effective, fair and equitable assessment activities”* (Australian Human Resource Institute, n.d.).

According to the Chartered Institute of Internal Auditors, *“Recruitment and selection generally forms part of the organization’ strategic management of human resources, which has a number*

of interrelated elements designed to deliver long term sustainable success” (Chartered Institute of Internal Auditors, 2015).

According to Johnston, “The recruitment and selection process is important for new and established businesses alike. The human resources department has the support and expertise of competent employees who assist hiring managers with the procedures to ensure that the management or the key decision makers are making wise hiring decisions” (Johnston, n.d.).

According to Business Case Studies, “Recruiting staff is a very costly exercise. It is also an essential part of any business and it pays to do it properly. When organizations choose the right people for the right job and treat them appropriately, these people not only produce good results but also tend to stay with the organization longer. In such circumstances, the organization’s initial and ongoing investment in them is well rewarded” (Business Case Studies, n.d.).

According to Saez, “Recruiters play an important role in the success of an organization. They essentially act as a filter and when they executed their job properly, only the best candidates are selected as a result. In a constantly changing business world, companies need to hire people who are adaptable, loyal, knowledgeable, dependable and confident, thereby creating a foundation for success” (Saez, n.d.).

According to Human Resource Institute of New Zealand, “If the recruitment is not done effectively then this will have wide reaching implications for the organization in the long term. Often employers can get this recruitment and selection process wrong, either through neglect or ignorance, even though everyone is aware how important and more importantly how expensive it is to recruit employees in the current market. Therefore, it is important that the HR is involved in the entire recruitment and selection process” (Human Resource Institute of New Zealand, n.d.).

According to Empxtrack, “Recruitment and selection process is one of the most important HR functions, which make a great impact on the revenue growth and the profit margins of a company as compared to other tasks such as retention, on-boarding, leadership development, and managing talent. In addition, recruitment and selection process is also more important than restructuring the organization, work life balance, and strategic HR” (Empxtrack, n.d.).

Chapter 1.4: Objective of the Study

The primary objective of this internship report is to scrutinize the recruitment and selection practices of Expo Apparels Ltd. Following are the specific objectives of the report:

- Discuss in detail the recruitment and selection procedures in Expo Apparels Ltd.
- Determine the employee’s perception of the recruitment and selection practices in Expo Apparels Ltd.
- Identify the problems in the recruitment and selection procedures in Expo Apparels Ltd.
- Discover improvements that can be made in the recruitment and selection procedures in Expo Apparels Ltd.

Chapter 1.5: Limitations

The limitations I had faced while preparing my internship report in Expo Apparels Ltd were as follows:

➤ **Sample Population:**

Sample population of the respondents of my report was 10 as there are only 50 employees in the buying house. If there were more respondents then the report would have been more accurate.

➤ **Confidentiality:**

Confidentiality of information was an important barrier that I faced while preparing this internship report. Every organization has their own confidential information which they maintain, since revealing sensitive information to outsiders could be harmful for the business. While preparing this report, I sometimes faced restriction from my supervisor regarding the disclosure of sensitive information of the buying house.

➤ **Time Constraint:**

Time constraint was a major factor in preparing this internship report. Collecting data within a short frame of time and preparing an internship report based on the results of the data was very time consuming. Furthermore, I had to spend at least 8 hours doing office work while, simultaneously preparing this internship report.

Chapter 2.1: Methodology

In order to prepare this internship report, both primary and secondary sources of data was used.

Chapter 2.2: Data Collection Method

- In-depth interview was conducted on my organizational supervisor Mr. Shamit Ahmed Chowdhury in order to extract information for preparing the report.
- I have also given out questionnaire to 10 random employees working in different departments in the buying house, since, there are only 50 employees, in order to find out the perception of the employees working in the organization.

Chapter 2.3: Primary Sources

- Staffs
- Managers
- Directors

Chapter 2.4: Secondary Sources

- Articles
- Websites
- Journals

Chapter 3.1: Overview of the Company

Expo Apparels Limited is a buying house company operating in Bangladesh. It started its operations in the year 1986 in the city of Dhaka. The company first took order from a Spanish buyer to make padding jackets in 1986. In the year 1995, the company started taking orders for woven Denims and exported the ordered garments to European countries like France and UK. Through factories like BP Garments, BP Wears and Leader Garments the company supplied the garments to its buyers initially. At present, the company primarily focuses on supplying children wear both knit and woven to its European and Spanish Buyers through only compliant factories like Chantik Garments, Sigma Fashions Ltd, etc. The company is also currently setting up a Liaison Office in London in order to better establish themselves as a front runner in the global garments industry.

Chapter 3.2: Owners and Management

Chairman and MD	Executive Director	Director
Moyeen Ahmed Chowdhury	Shamit Ahmed Chowdhury	Nazrul Hossain

Chapter 3.3: Number of Employees

The number of employees in Expo Apparels Ltd is 50. There are total 6 departments. They are as follows:

- HR & Admin Department
- Finance & Accounts Department
- Quality Section Department
- Production Department
- Pattern Section Department
- Marketing Department

Chapter 3.4: Customers or Buyers of the Company

Some of the renowned buyers of the company are as follows –

- Sainsbury
- EMA Textiles
- Lotto
- GAP

- PUMA

Chapter 4.1: HR Functions and Practices of Expo Apparels Ltd

The company's HR Process and Practices are fundamental to its overall successful functioning.

The HR department of Expo Apparels Ltd primarily focuses on the following –

- **Recruiting Candidates:**

Expo Apparels strives to recruit the best candidates in the market. The company mostly recruits employees through internal reference i.e. the personal contacts of various internal employees working in the organization. The company also works with head hunters in order to find the right candidate for the organization. Additionally, the company also posts its vacant jobs in the Bd Jobs website.

- **Selecting Candidates:**

When all the CVs are collected, the HR department screens the CVs for qualified candidates in order to call them for the interview or written exams. The selected CVs are based on the job requirements of the company. More weight is generally given to the experience of the candidate, then their education level, and finally their institution of study.

- **Orientation:**

The HR department conducts the orientation program by introducing the new employees to the existing staffs and management of the company. Furthermore, the new employees are briefed about the company and are introduced to the various policies of the organization.

➤ **Training:**

Training is provided to select employees of the company. The company generally sends their employees to outside training providers like bd jobs training, WINGS, etc.

➤ **Compensation:**

The HR department periodically reviews the salary structure of the employees in order to remain competitive in the market. Market analysis is thoroughly done by the HR department in order to keep the employees motivated and retain them successfully.

➤ **Attendance:**

The HR department maintains the daily attendance of the employees through a biometric system in order to keep records.

➤ **Communication:**

The HR department maintains constant communication and liaison with the existing, previous, as well as potential candidates.

Chapter 5.1: Internship Activities in Expo Apparels Ltd

➤ **Sorting CVs:**

My intern jobs included sorting CVs for qualified candidates. I was asked specifically to emphasize on the relevant work experience of the candidate in sorting out the CVs for the vacant post. Next, the level of education and the institution the candidate's studied mattered in the selection of the candidates. Additionally, candidates having job relevant training were also selected for the written test or interview. After the sorting of the CVs, I created a CV summary of every candidates for the management and input the candidates data in the HR database.

➤ **Written Test Invigilation:**

In my internship, I invigilated different written tests of different positions in the company. In my time I invigilated the written test for the finance and accounts department as well as the marketing department. The written tests were one hour long and candidates were required to finish the written test on time as well as with good score for a chance of getting an interview with the management.

➤ **Interview Coordination:**

During my internship, I also coordinated the interview process of the recruitment. I prepared an attendance sheet for the candidates and called them to enter the interview room serially according to the attendance sheet.

➤ **Orientation Coordination:**

I also coordinated the new employee orientation of the company. In the orientation program the Managing Director, Executive Director and senior managers of finance and accounts department, pattern section department, production department, marketing department, quality section department, and HR and Admin department introduces the company, company policies, organizational culture, and its overall operations to the new employees. I also coordinated the time of each speaker according to the seniority in order to maintain the orientation time effectively and efficiently.

➤ **Script Score Checking:**

I also checked the scores of the candidates after it has been evaluated by the senior managers of the concerned department. According to the total score the applicant received, the applicant is then called for the final interview.

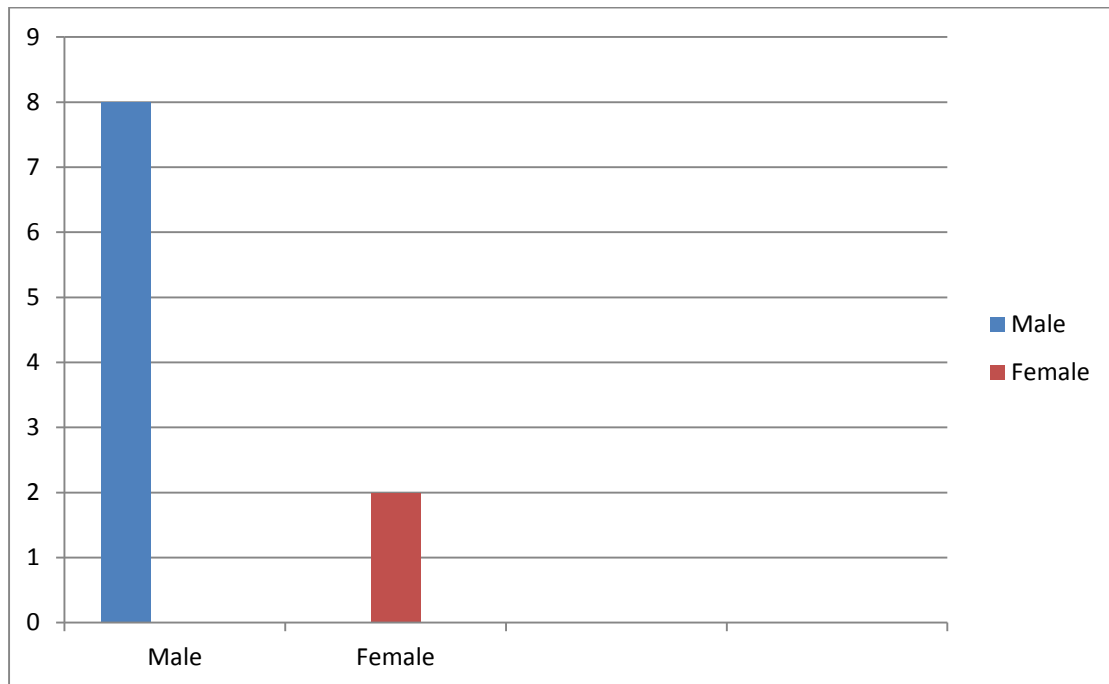
➤ **Employee Attendance:**

In order to keep records the HR department maintains the daily attendance of the employees through a biometric system. When employees enter their office they scan their thumb print in the biometric system and automatically the software records their in and out record of the office. I was given the responsibility to daily check whether there are any late attendances i.e. if any employee is entering office after 10:00 a.m. or if employees are going home early i.e. if any employee is leaving before 6:00 p.m. According to the daily attendance record, I created a monthly attendance report for the Executive Director of the company i.e. my supervisor. In this monthly report I highlighted how many days each employee in the organization is late or going home early.

Chapter 6.1: Analysis of the Survey

I have conducted a survey in the company and have given out questionnaires to 10 random employees working in different departments in order to identify the employee's perception of the recruitment and selection practices of Expo Apparels Ltd. The following are the analysis and findings of the survey:

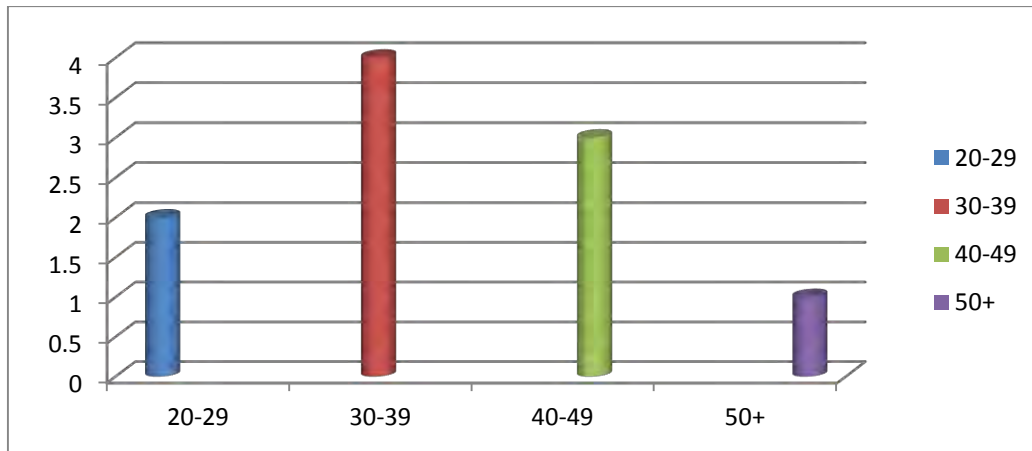
1) Gender:



Analysis:

The bar chart above shows the gender of employees I have surveyed in Expo Apparels Ltd. The Y-axis shows the number of employees I have surveyed in my sample and the X-axis shows their response to the question. From the chart, it can be seen that 80% employees are male and 20% employees are female in my survey.

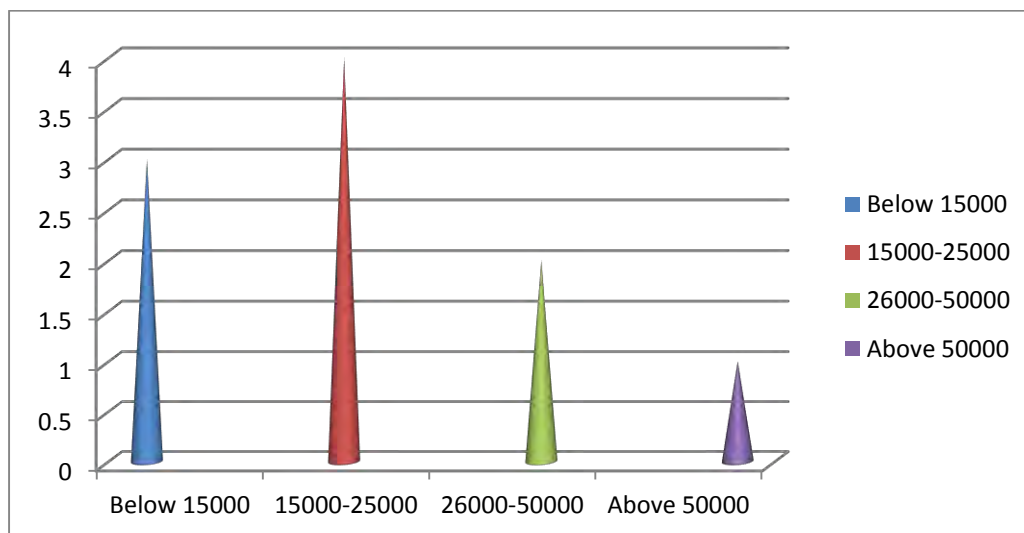
2) Your age (in years)



Analysis:

The bar chart above shows the age of the employees I have surveyed in Expo Apparels Ltd. The Y-axis shows the number of employees I have surveyed in my sample and the X-axis shows their response to the question. From the chart, it can be seen that 20% employees are between 20-29 years of age, 40% employees are between 30-39 years of age, 30% employees are between 40-49 years of age, and lastly 10% employees are 50+ years of age in the survey.

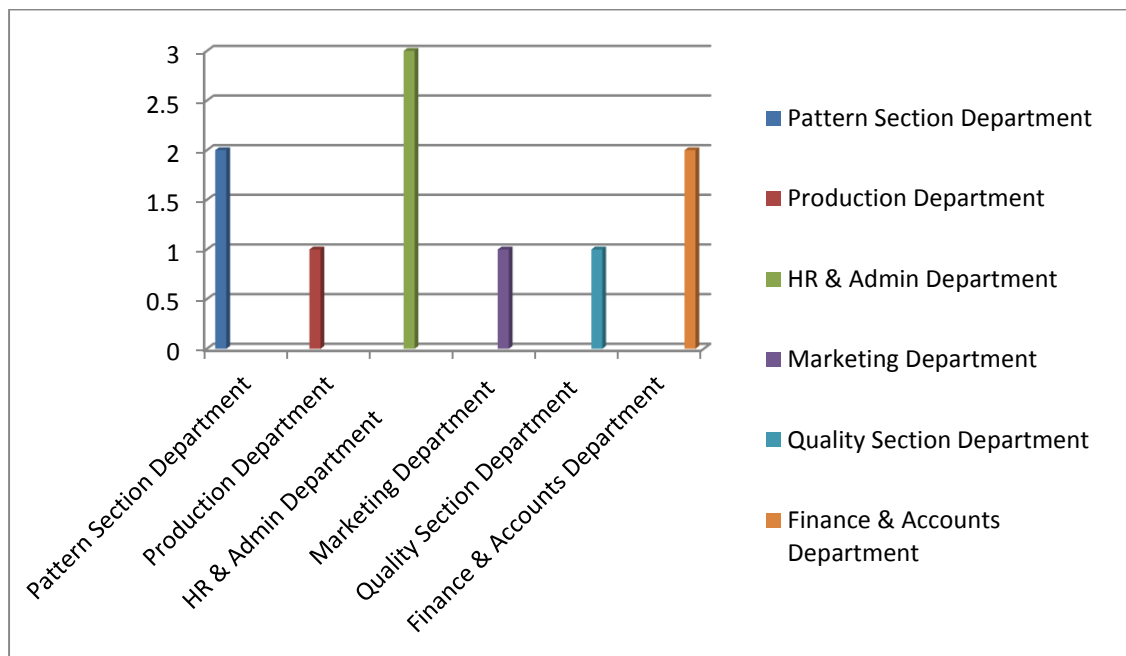
3) Income Range (Bangladeshi Taka)-



Analysis:

The bar chart above shows the income range of the employees I have surveyed in Expo Apparels Ltd. The Y-axis shows the number of employees I have surveyed in my sample and the X-axis shows their response to the question. From the chart, it can be seen that 30% employees have income range below Tk. 15000, 40% employees have income range between Tk. 15000 to Tk. 20000, 20% employees have income range between Tk. 26000 to Tk. 50000, and lastly 10% employees have income range above Tk. 50000 in the survey.

4) In which department do you work in?

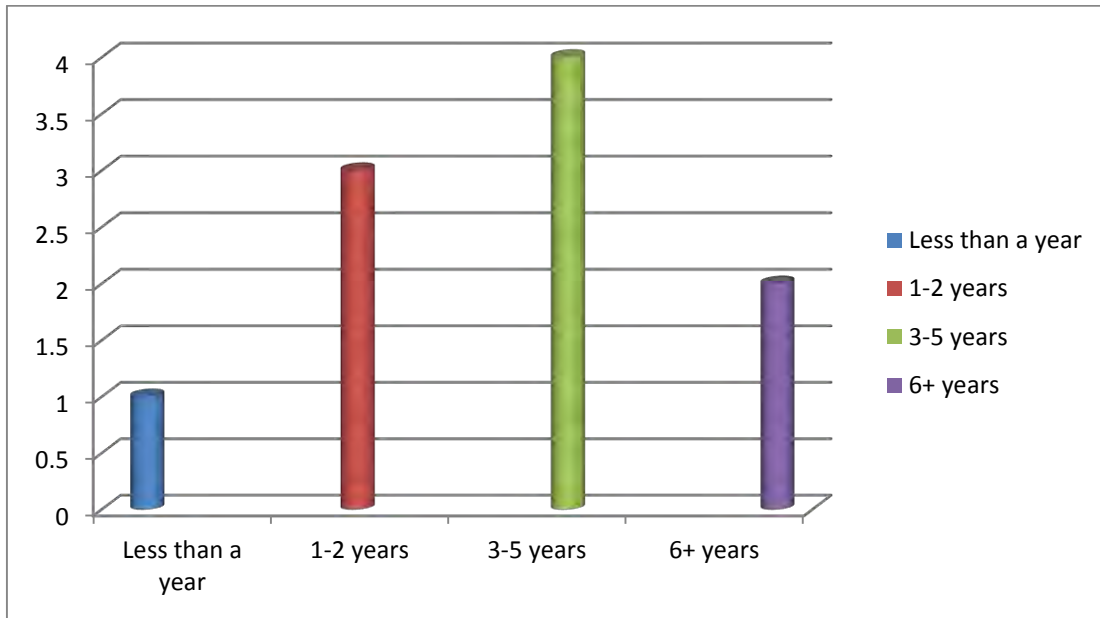


Analysis:

The bar chart above shows the department of employees I have surveyed in Expo Apparels Ltd. The Y-axis shows the number of employees I have surveyed in my sample and the X-axis shows their response to the question. From the chart, it can be seen that 20% employees are from pattern section department, 1 employee is from production department, 30% employees are from

HR & Admin department, 10% employee are from marketing department, 10% employee are from quality section department and lastly, 20% employees are from the finance and accounts department in my survey.

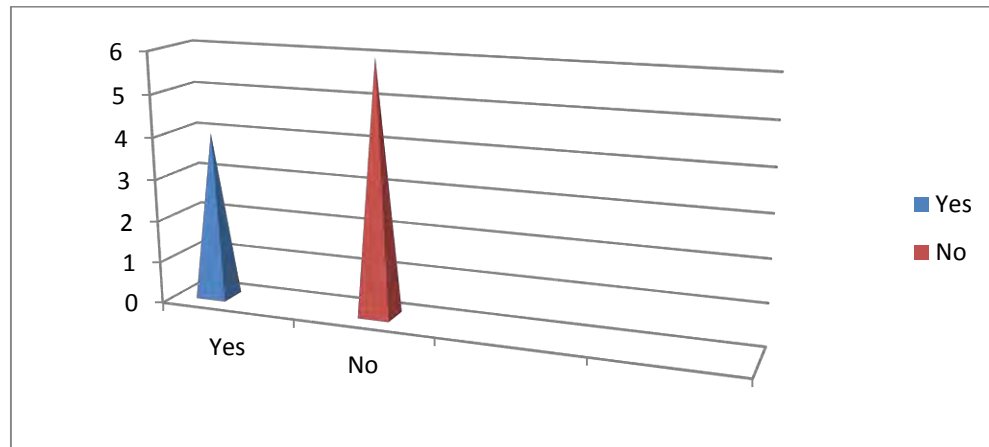
5) How many years have you been with Expo Apparels Ltd?



Analysis:

The bar chart above shows the experience of employees I have surveyed in Expo Apparels Ltd. The Y-axis shows the number of employees I have surveyed in my sample and the X-axis shows their response to the question. From the chart, it can be seen that 10% employees have experience of less than a year, 30% employees have experience of 1-2 years, 40% employees have experience of 3-5 years, and lastly, 20% employees have experience of over 6 years in my survey.

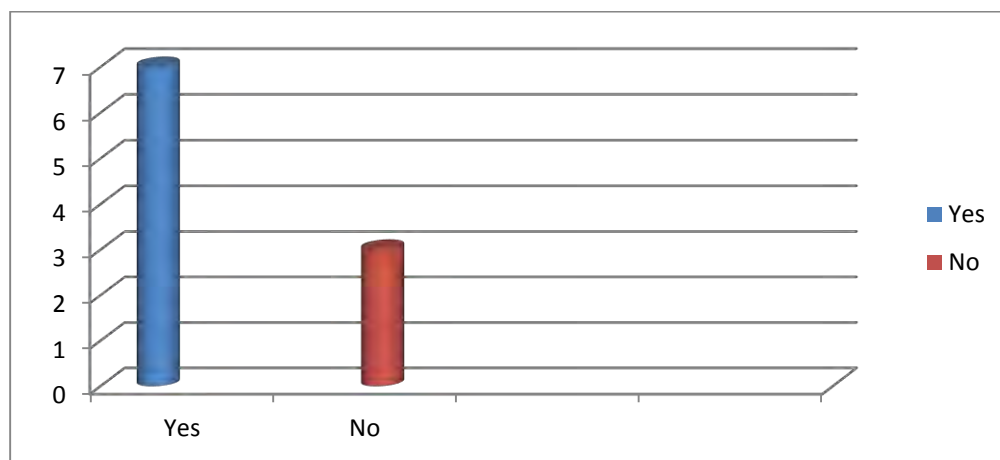
6) The recruitment and selection procedure in the company is fair.



Analysis:

The bar chart above exhibits the perception of employees I have surveyed in Expo Apparels Ltd. The Y-axis shows the number of employees I have surveyed in my sample and the X-axis shows their response to the question. From the chart, it can be seen that the majority of the employees i.e. 60% of the employees feel that the recruitment and selection procedure in the company is not fair and 40% of the employees feel that the recruitment and selection procedure is fair in my survey.

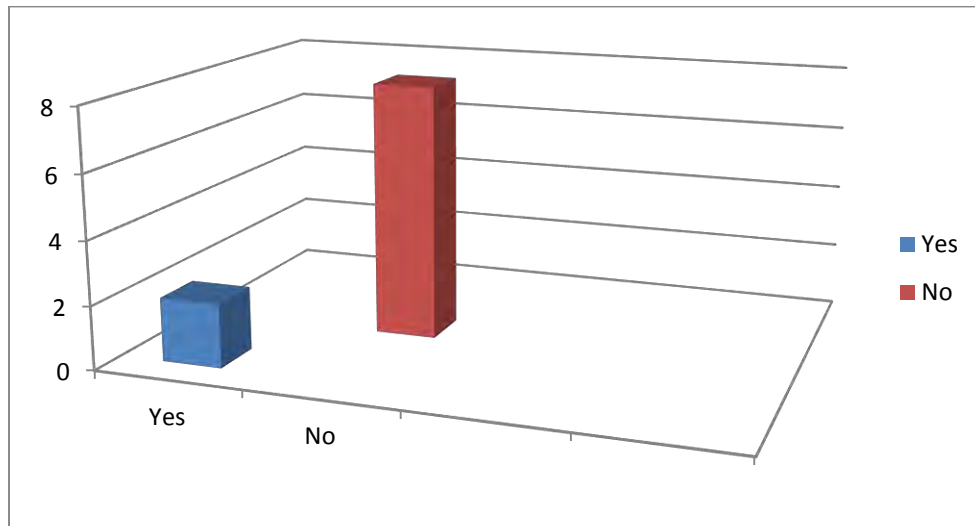
7) The quality of skilled employees working in the company is satisfactory.



Analysis:

The bar chart above exhibits the perception of employees I have surveyed in Expo Apparels Ltd. The Y-axis shows the number of employees I have surveyed in my sample and the X-axis shows their response to the question. From the chart, it can be seen that the majority of the employees i.e. 70% of the employees feel that the quality of employees working in the company is satisfactory and 30% of the employees feel that the quality of employees working in the company is not satisfactory in my survey.

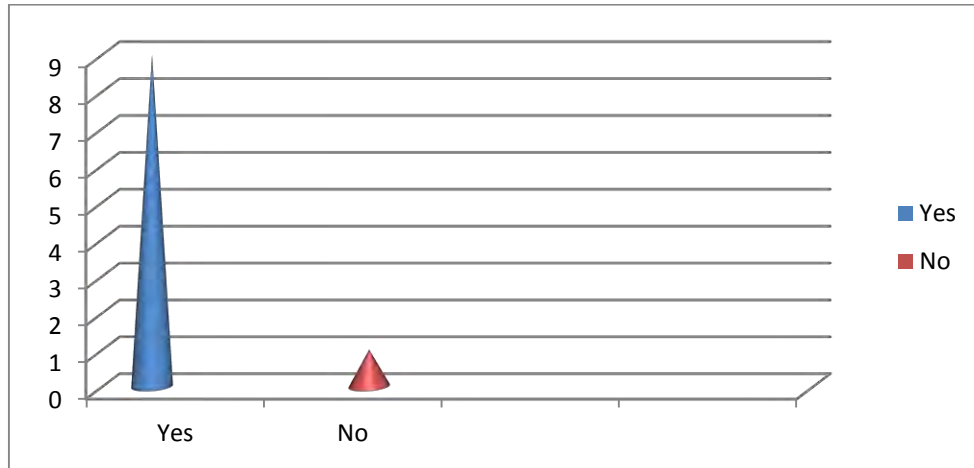
8) The organization does not discriminate in its hiring process.



Analysis:

The bar chart above exhibits the perception of employees I have surveyed in Expo Apparels Ltd. The Y-axis shows the number of employees I have surveyed in my sample and the X-axis shows their response to the question. From the chart, it can be seen that the majority of the employees i.e. 80% of the employees feel that the organization discriminates in its hiring process and 20% of the employees feel that the organization does not discriminate in its hiring process in my survey.

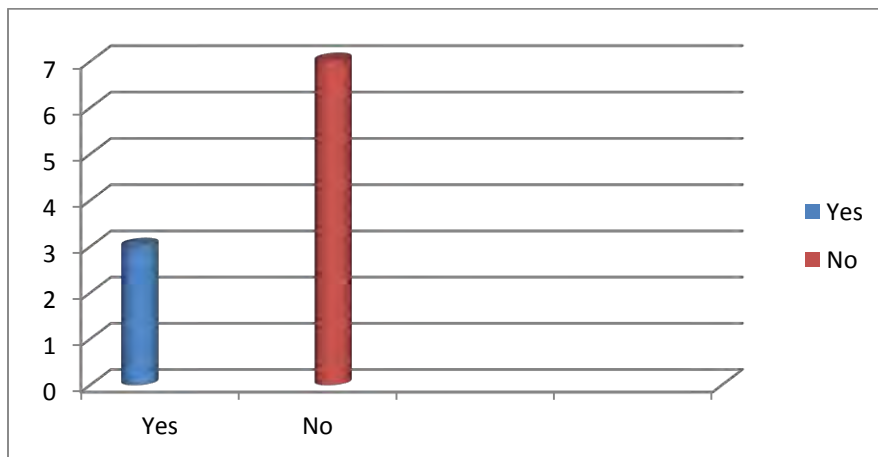
9) Employee's appearance matter more than skills.



Analysis:

The bar chart above exhibits the perception of employees I have surveyed in Expo Apparels Ltd. The Y-axis shows the number of employees I have surveyed in my sample and the X-axis shows their response to the question. From the chart, it can be seen that the majority of the employees i.e. 90% of the employees feel that the employee's appearance matter more than skills and 10% of the employees feel that the employee's appearance does not matter more than skills in my survey.

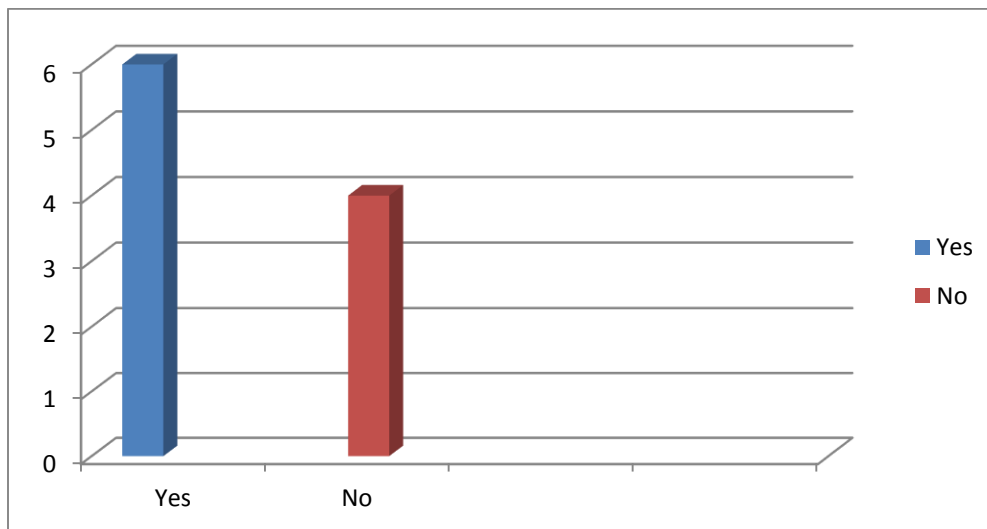
10) You are highly motivated in executing your work.



Analysis:

The bar chart above exhibits the perception of employees I have surveyed in Expo Apparels Ltd. The Y-axis shows the number of employees I have surveyed in my sample and the X-axis shows their response to the question. From the chart, it can be seen that the majority of the employees i.e. 70% of the employees are not highly motivated in executing their work and 30% of the employees are highly motivated in executing their work in my survey.

11) You are satisfied with the employees who are working in the organization.



Analysis:

The bar chart above exhibits the perception of employees I have surveyed in Expo Apparels Ltd. The Y-axis shows the number of employees I have surveyed in my sample and the X-axis shows their response to the question. From the chart, it can be seen that the majority of the employees i.e. 60% of the employees are satisfied with the employees who are working in the organization and 40% of the employees are not satisfied with the employees who are working in the organization in my survey.

Chapter 6.2: Findings of the Survey

The findings of my survey are briefly stated as follows:

- Expo Apparels mostly employs male than female employees. This is mainly because the management prefers mostly male employees working in the organization.
- The majority of the employees are aged between 30-39 years who have both maturity and stamina to work hard.
- The compensation of majority employees is between Tk. 15000 – Tk. 25000 which is comparatively low in the job market which has created de-motivation in the employees.
- The majority of the employees think that the recruitment and selection procedure in the company is not fair. This is mainly because the management is sometimes biased in hiring the candidates and may prefer candidates who are from the same district.
- The majority of the employees feel that the quality of employees working in the company is satisfactory. This is mainly because the management is very much strict in attaining its objectives and performance targets. If an employee is not doing well, he or she is sacked immediately, thereby ensuring that only the competent employees work in the organization.
- The majority of the employees feel that the employee's appearance matter more than skills. Employees generally feel this way because the management prefers employees who are presentable to their buyers and represent the company outside, which is directly related to its image.

- The majority of the employees are not highly motivated in executing their work mainly because employee grievance is not properly handled and the employee compensation is low compared to the job market.

Chapter 7.1: Recommendation

Some recommendations I can suggest Expo Apparels Ltd are as follows:

- The HR department of the company can increase its existing size to handle the HR operations and functions of the company more smoothly and effectively.
- In order to motivate the employees, the company can revise its compensation structure and relate it to the current job market. This will boost employee motivation and enhance the productivity and performance of the employees in the company.
- The company can also implement different employee benefits program and facilities in order to motivate the employees. It can provide mobile bills according to the designation of the employees and also provide transportation facilities for the company employees in order to boost employee retention and motivation.
- The recruitment and selection procedure of the company can be revised and a formal structure for selecting the right and qualified candidates can be implemented in order to avoid any discrimination in the process.
- The HR and Admin Personnel can be trained by outside trainers in order deal with employee grievance effectively.
- The unnecessary bureaucracy in the recruitment and selection procedure of the company can be eliminated in order to make the process more effective. The time to recruit and select a new employee can be lessened if management commits to the program.

Chapter 8.1: Conclusion

My internship in Expo Apparels Ltd has been a great experience for me. I had learned how the HR department of an organization functions and the knowledge that I gained in my MBA course works helped me to integrate theoretical concepts with real life scenario.

During my internship, I conducted a survey to find out the “Employee’s Perception of the Recruitment and Selection Practices of Expo Apparels Ltd”. This survey enabled me to identify the perception of the employees working in the organization and also helped me to understand the motivations as well as grievances of employees in an organization. According to the result of my survey and my practical observation in the workplace, the Expo Apparel employees were qualified and competent in their work but they were a bit dissatisfied with their hiring process.

Therefore, in conclusion, Expo Apparels Ltd should continuously strive to improve their employee perception by improving the recruitment and selection process in order to retain their employees and ultimately boost the profitability of the company.

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Chapter 10.1: Appendix

QUESTIONNAIRE

Dear Respondent:

I am a student of the MBA Program in BRAC University and I am doing a survey for my internship report that involves identifying the ‘**Employee’s Perception of the Recruitment and Selection Practices of Expo Apparels Ltd**’. Your kind cooperation will be highly appreciated.

Please Express Your Opinion By Putting (√) Marks:

- 1) Gender- Male Female
- 2) Your age (in years) 20 – 29 30 – 39 40 – 50 50+
- 3) Income Range (Bangladeshi Taka)-
 Below 15000 15000 – 25000 26000 – 50000 Above 50000
- 4) In which department do you work in?
 Pattern Section Department Production Department HR & Admin Department
 Marketing Department Quality Section Department Finance & Accounts Department
- 5) How many years have you been with Expo Apparels Ltd?
 Less than a year 1 - 2 years 3 - 5 years 6+ years

For the following questions, Please tick (√) your answer according to the statement provided.

	Statement	Yes	No
6)	The recruitment and selection procedure in the company is fair.		
7)	The quality of skilled employees working in the company is satisfactory.		
8)	The organization does not discriminate in its hiring process.		
9)	Employee’s appearance matter more than skills.		
10)	You are highly motivated in executing your work.		
11)	You are satisfied with the employees who are working in the organization.		

Thank you for your Cooperation