

1

Which of these statements is FALSE?

- (A) An employee brand must involve an organisation with worldwide exposure
- (B) The branding propositions must be attractive to employees
- (C) It is necessary to link the brand to the culture and values of the organisation
- (D) There must be a strong link between the marketing brand and the employer brand

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Answer:

- (A) An employee brand must involve an organisation with worldwide exposure

2

Job analysis is necessary when:

- (A) A merger or takeover takes place
- (B) A major expansion involving reorganisation of work takes place
- (C) A major contraction of work involving redundancies takes place
- (D) All of the above

Answer:

- (D) All of the above

3

A person specification must include:

- (A) The likely age range of the successful candidate
- (B) The main competencies the successful applicant will possess
- (C) A clear statement of the likely personal circumstances of the successful candidate
- (D) An indication of the innate abilities of the successful applicant

Answer:

- (B) The main competencies the successful applicant will possess

4

Recruiting internally can be problematical because:

- (A) An internal candidate is more likely to find it more difficult to adjust to the change
- (B) Internal recruitment can be a much longer and more drawn-out process than external recruitment
- (C) It is better to ensure there is a good supply of 'new blood'

Answer:

- (C) It is better to ensure there is a good supply of 'new blood' into the organisation

into the organisation

- (D) It is more difficult to judge the likely performance in the new position of an existing employee

5

Line management should have a major role in the recruitment process because:

- (A) It reduces the costs of recruitment
- (B) Line management have ultimate responsibility for the recruited staff
- (C) Line managers are likely to judge applicants better through their fine-honed 'gut reaction' to applicants
- (D) Line managers will take quicker and better decisions

Answer:

- (B) Line management have ultimate responsibility for the recruited staff