



# Recruitment and Selection Procedures Adopted At Big Bazaar Private Limited

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## ABSTRACT

*This study is an outcome of the topic called “A study on recruitment and selection procedures adopted at big bazaar private limited. The study helps to know the effectiveness of recruitment and selection procedures. The researcher explores the satisfaction level of employees recruitment and selection procedure. The secondary objectives of the study is to know the effectiveness of internal & external factor of recruitment and selection at various levels. Data collection method used in the study is primary data with the help of the questionnaires and supported with secondary data..*

**Keywords:** Recruitment, Selection, Employees, Procedure

## INTRODUCTION

A process of finding and attracting capable applicants for employment. The process begins when new recruits 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 the company. Recruitment of candidates is the function preceding the selection, which helps create prospective employees for the organization so that the management can select the right candidate for the right job. The main objective of the recruitment process is to expedite the selection process.

Recruitment is a continuous process whereby the firm attempts to develop a pool of qualified applicants for the future human resources needs even though specific vacancies do not exist. Usually, the recruitment process starts when a manager initiates an employee requisition for a specific vacancy or an anticipated vacancy.

## COMPANY PROFILE

Big Bazaar is an Indian retail chain of hypermarkets, discount department stores, and grocery stores. The retail chain was founded by Kishore Biyani under his parent organisation. Future Group, which is known for having a significant prominence in Indian retail and fashion sectors. Big Bazaar is also the parent chain of

Food Bazaar, Fashion at BigBazaar (abbreviated as fbb) and eZone where at locations it houses all under one roof, while it is sister chain of retail outlets like Brand Factory, Home Town, Central, eZone, etc founded in 2001, Big Bazaar is one of the oldest and largest hypermarket chains of India, housing about 250+ stores in over 120 cities and towns across the country.

**Big Bazaar Overview:** Big Bazaar, a part of the Pantaloon Group, is a hypermarket offering a huge array of goods of good quality for all at affordable prices. Big Bazaar with over 50 outlets in different parts of India, is present in both the metro cities as well as in the small towns. Big Bazaar has no doubt made a big name in the retail industry of India, moreover shopping here is further made a memorable experience with the varied rates of discounts on products as well as discount vouchers. One of the core value at Future Group is “India” and is corporate credo is – Retain value

**MISSION:** The companies vision and belief is that, our customers and stakeholders shall be served only by creating and executing future scenarios in the consumption space leading to economic development. big bazaar will be the trendsetters in evolving delivery formats, creating retail reality, making consumption affordable for all customer segment

## OBJECTIVES OF STUDY



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- To know the various recruitment strategies adopted at big bazaar
- To assess the effectiveness of selection process followed at big bazaar
- To determine whether present recruitment and selection procedures fulfills individual and organizational goal.
- To review HR policies pertaining to recruitment and selection procedures

### SCOPE OF THE STUDY

- This study will be useful to find out the different sources and techniques used in the recruitment and selection procedures.
- The company understands effective sources in recruitment and selection procedures.
- This study will be useful to interview and test short-listing candidates.
- This study can be used as a base for further research in this area.

### REVIEW OF LITERATURE

**Miyake**, (2002) indicated that while advertising is usual for job vacancies, applicants were sometimes recruited by word of mouth, through existing employees. Besides being cheaper, the “grapevine” finds employees who stay longer (low voluntary turnover) and who are less likely to be dismissed (low involuntary turnover). People recruited by word of mouth stay longer because they have a clearer idea of what the job really involves. The study reviewed five studies in which average labor turnover of those recruited by advertising was 51 percent. The labor turnover for spontaneous applicants was 37 per cent and turnover for applicants recommended by existing employees was 30 percent. One hypothesis proposed to account for this was the “best information” hypothesis.

**Jovanovic** (2004) said recruitment is a process of attracting a pool of high quality applicants so as to select the best among them. For this reason, top performing companies devoted considerable resources and energy to creating high quality selection systems. Due to the fact that organizations are always fortified by information technology to be more competitive, it is natural to also consider utilizing this technology to re-organize the traditional recruitment and selection process through proper decision techniques, with that both the effectiveness and the efficiency of the

processes can be increased and the quality of the recruitment and selection decision improved

**Kaplan and Norton** (2004) found that the number of people who refused to provide screening information tended to be higher by telephone than in person. However, refusals over the telephone tend to be less likely than with mailed surveys (Kelly, 2006). It should be noted that telephone methods can be used not only for recruitment, but also for data collection. Recent advances in telephone survey methodology have made telephone recruitment and surveying an increasingly attractive option in many research fields.

**According to Costello** (2006) recruitment is described as the set of activities and processes used to legally obtain a sufficient number of qualified people at the right place and time so that the people and the organization can select each other in their own best short and long term interests.

### RESEARCH METHODOLOGY

**TITLE OF THE STUDY:** A Study on “recruitment and selection process” with special reference to big bazaar- at Chennai

**RESEARCH DESIGN:** The researcher has adopted descriptive research design

**SOURCES OF DATA:** Primary data are collected afresh and for the first time. In this study, primary data is collected through interview method using likerts 5 point scale. Secondary data is collected from internet, registers, records, journals, articles, magazines and

annual reports of the organization.

**QUESTIONNAIRE CONSTRUCTION:** Questionnaires were constructed based Close ended questions and Multiple choice questions

**RESEARCH INSTRUMENT:** Questionnaire was the research data collection instrument

**SAMPLING METHOD:** Simple Random Sampling.

**POPULATION SIZE:** 182

**SAMPLE SIZE:** 50



PARTICULARS	No OF RESPONDENTS	PERCENTAGE
Vol. Strongly Agree	8	16
Agree	32	64
Undecided	7	14
Disagree	3	6
Strongly disagree	0	0
Total	50	100

DESCRIPTION OF STATISTICAL TOOLS USED:  
 Percentage Analysis, Chi square test, Regression Analysis.

**DATA ANALYSIS:**

**DEMOGRAPHIC**

From the above table we find that 70% of the respondent are between the age of 20-30 and 26% of the respondents between the age group of 30 - 40 and only 4% of the respondents age is above 50

**DETAILED DESCRIPTION OF THE JOB**

From the above table we find that 16% of the respondents strongly agree that a detailed description of the job was explained to them. 34% of the respondents agrees the same point. 14% of the respondents are undecided and 6% of the respondents are disagree with the statement

**CHI SQUARE TEST:**

AIM: To find out the significant association between relationship in work experience & interview rounds

**NULL HYPOTHESIS:** There is no significant relationship with working experience & interview rounds.

**ALTERNATIVE HYPOTHESIS:** There is significant relationship with working experience & interview rounds

Result :

Since the hypothesis value @5% significance is 21.012 which is greater than the calculated value 5.51, the null hypothesis is accepted.

**REGRESSION ANALYSIS**

The regression analysis is widely used for prediction and forecasting and it can be used to infer the causal relationship between dependent and independent variables.

**HYPOTHESIS:**

Age	Strongly agree	agree	Neutral	disagree Strongly	disagree	Total
20-25	2	11	1	1	1	17
26-30	2	10	1	1	1	15
31 and above	1	14	1	1	1	18

**NULL HYPOTHESIS:** There is no significant relationship between the age and perception of employee towards job description



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**ALTERNATE HYPOTHESIS:** There is significant relationship between the age and perception of employee towards job description

Result : Since the hypothesis value @5% significance is 21.012 which is greater than the calculated value 5.51 , the null hypothesis is accepted.

### INFERENCE

That the regression analysis was done by using Microsoft excel. The data are related to the employee perception towards describe the job in the big bazaar which are collected through the questionnaire. Here employee perception does company describe about the job is independent variable and age is dependent variable. Based on analysis the regression line fit is 1 from R square and it lies between -1 to +1. So the H<sub>0</sub> is rejected and H<sub>1</sub> is accepted and there is significant relationship between age and employee perception towards describe about the job.

### FINDINGS AND SUGGESTIONS

High percentage of respondents are satisfied with , selection process, terms and conditions of the appointment letters, HR policies, there were able to get through with different rounds of selection methods which was challenging and interesting. But most of the employees are recruited internally. The management is not using external sources for recruitment purpose.

The management may use other forms of recruitment strategies such as external sources such as consultancy, colleges etc. Through this the management can invite more qualitative candidates for their recruitment process. It has also been suggested to the management to conduct common rounds for the candidates and equal importance must be given to all the rounds. This will remove personal bias from the candidates. The employees have shown positive attitude towards recruiting qualitative employees in their group (or) team. It has left a positive impact on the morale of the employees towards the company .

### CONCLUSION

Recruitment and selection are getting very much importance these days in the organization. It is very critical thing to evaluate the human resources. It study

has exhibited many positive factors such as effective personal interview, terms and condition of appointment letter, recruiting qualitative employees in their groups and describing the job profile to the candidates. The researcher concludes that the recruitment and selection process at “BIG BAZAAR” is good. but the suggestion is the management may use other form of effective recruitment strategies. Through this the management can invite more qualitative candidates for their recruitment process so that all the employees can further make tremendous progress.

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