

# Assessment

# ***Effective Recruiting Strategies*** *First Edition*

The objectives of this book are:

- To explain how to use a marketing approach to recruiting
- To review traditional recruiting methods
- To explain community outreach, job fairs, and networking
- To discuss strategies of employee referral programs

■ CRISP<sub>series</sub>

Disclaimer: This assessment was written to test the reader on the content of the book. The publisher and author shall have neither liability nor responsibility to any person with respect to any loss or damage caused or alleged to be caused directly or indirectly by the assessment contained herein.

## **Assessment Questions for Effective Recruiting Strategies, First Edition**

*Select the best response.*

1. A marketing approach to recruiting can help an organization:
  - A. Expand its network for finding employees
  - B. Meet affirmative action goals
  - C. Offer new hires lower salaries
  - D. A and B
  - E. A and C
  
2. An internal job-posting system is not an effective referral program.
  - A. True
  - B. False
  
3. The author believes that recruiting strategies of newspaper ads and recruiting services:
  - A. Are the most costly strategies and produce inconsistent results
  - B. Are the best strategies
  
4. Newspaper ads seeking employees:
  - A. Are always cost-effective
  - B. Yield the most consistent results
  - C. Do not work well for finding people with specialized skills
  
5. You need to try to draw from the broadest possible labor market:
  - A. If your requirements are not specialized
  - B. If you want to fill a high-level position

6. Which of the following is not an essential part of a newspaper ad?
  - A. Name and location of organization
  - B. Type of business
  - C. Salary range
  - D. Brief description of job duties
  - E. Main qualifications required
  
7. A negative quality of recruiting services is that they:
  - A. Are often market specialists
  - B. Operate confidentiality
  - C. Have interest in their own sales
  - D. Give you more time for your business
  
8. Most recruiting services have a 90-day guarantee period:
  - A. Which is usually adequate
  - B. Which is often too short for adequate evaluation
  
9. In dealing with a recruiting service, you should:
  - A. Set terms before any interview
  - B. Interview a great candidate even if you have not set terms
  - C. Include your hiring managers in negotiations
  
10. Community resources are valuable for employment support because they:
  - A. Can tap into varied sectors of the community
  - B. Are usually free
  - C. Can help you meet your affirmative action goals
  - D. Can improve your organization's name recognition
  - E. All of the above
  
11. A good definition of networking is:
  - A. A complicated social and business strategy
  - B. The act of exchanging information
  - C. A way of influencing people

12. Networking helps find employee referrals when done with:
- A. Employees
  - B. Community groups
  - C. Vendors
  - D. Customers
  - E. All of the above
13. You should encourage your managers to give informational interviews when there are no job openings.
- A. True
  - B. False
14. Employee referral incentives must:
- A. Have dollar rewards
  - B. Be perceived as meaningful
15. An effective employee referral program requires:
- A. Consistent maintenance
  - B. Feedback to employees
  - C. Guidelines for eligibility
  - D. All of the above
16. The best reason for a referral award being given in portions is that:
- A. Your budget is less stressed
  - B. The old employee takes an interest in the new employee
  - C. Your investment as an employer is protected
17. Marketing is to a trade show as recruiting is to:
- A. A recruiting service
  - B. An employment office
  - C. A job fair
  - D. Networking
18. There is a better chance of filling a job opening with contacts made from a job fair instead of a newspaper ad.
- A. True
  - B. False

19. First and foremost, an organization should bring to a job fair:
  - A. Pictures and visual aids
  - B. Samples of products
  - C. Giveaways
  - D. Information about the organization
  
20. At a job fair, a company representative should determine an applicant's:
  - A. Position of interest
  - B. Qualifications
  
21. Outplacement firms differ from recruiting services in that they do not require a fee.
  - A. True
  - B. False
  
22. Temporary agencies today are mainly useful for:
  - A. Clerical help
  - B. Manual labor
  - C. A broad variety of job skills
  - D. High-tech positions
  
23. The first step in a recruiting strategy should be:
  - A. Deciding your budget
  - B. Determining your advertising media
  - C. Questioning the need for the hire
  - D. Networking
  
24. The most recruiting time should be spent:
  - A. Interviewing
  - B. Reviewing resumes
  - C. Building networks
  - D. Sending out job listings
  
25. Any applicant should be treated as well as a favored customer.
  - A. True
  - B. False

**Answer Key for  
Effective Recruiting Strategies, First Edition**

*Recommended response (Corresponding workbook page)*

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|-----------|------------|---------------|------------|------------|
| 1. D (4)  | 6. C (15)  | 11. B (38)    | 16. C (47) | 21. A (66) |
| 2. B (46) | 7. C (19)  | 12. E (40)    | 17. C (51) | 22. C (68) |
| 3. A (11) | 8. B (20)  | 13. A (44)    | 18. A (52) | 23. C (75) |
| 4. C (13) | 9. A (21)  | 14. B (45)    | 19. D (54) | 24. C (77) |
| 5. B (14) | 10. E (25) | 15. D (46-47) | 20. A (56) | 25. A (78) |