

EVALUATION OF RECRUITMENT AND SELECTION PROCESS OF BUSINESS DEVELOPMENT EXECUTIVES AT A MARKET RESEARCH FIRM

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ABSTRACT

The Purpose of the study is to evaluate the effectiveness of the recruitment process of Business Development Executives (B.D.Es) at a Market Research Firm in Pune. The organization has requested to keep the name anonymous.

This research will help the organization to understand the loopholes in the recruitment process and to take corrective actions. This will help to get an understanding of the recruitment and selection process followed at the organization and getting a practical exposure of all the recruitment activities.

This research has identified several loopholes in the recruitment process of the organization. A researcher has also made some recommendations which could help the Organization to take corrective actions.

KEYWORDS: *Recruitment, Selection, Effectiveness*