

Daffodil International University  
Faculty of Business and Entrepreneurship  
Department of Business Administration  
Program: BBA

*Semester: Spring 2025*

*Time: 1 hours 30 minutes*

*Course Code: 0413-225*

*Section: 65 (A, B, C, D, E, F, G, H)*

*Examination: Midterm*

*Full Marks: 25*

*Course title: Human Resource Management*

*Teacher's Name: DKRT, AR, NAM, JH, SAF*

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**[NB: All questions of this part carry equal marks. Answer all of the following questions,**

**Practical and appropriate examples will carry extra marks.]**

**Marks- 5×5= 25**

1. Interpret the Human Resource Management challenges in Bangladesh's ready-made garments (RMG) and manufacturing industries related to Diversity, Equity, and Inclusion, Employee well-being, Technological Advancements, Skills Development and Upskilling, and Data Privacy and Security, and demonstrate their impact on workforce sustainability and industry competitiveness. **CLO-1, Level-2**
  
2. **Greenfield Garments Ltd.**, a prominent garment manufacturer in Bangladesh, has been facing increasing challenges in managing its workforce due to evolving market demands and technological advancements. The company struggles with high employee turnover, skill shortages, and a lack of leadership talent. To address these issues, the HR department plans to implement a comprehensive HR strategy. This includes recruitment and selection to hire skilled workers, retraining and redeployment to upskill current employees, retention plans to reduce turnover, and a succession plan to prepare future leaders. The management believes that with a well-executed HR plan, the company can maintain a stable and skilled workforce, driving sustainable growth.  
Explain how Greenfield Garments Ltd. can implement HR planning through recruitment and selection, retraining and redeployment, retention strategies, and succession planning to effectively manage workforce demand and supply while ensuring long-term organizational success. **CLO 1, Level- 2**
  
3. Apply your knowledge to design a compelling job description and specification for an entry-level **"Digital Marketing Coordinator"** at a fast-paced e-commerce startup. Highlight key responsibilities, required skills, and qualifications to attract passionate candidates eager to grow in the digital marketing field. **CLO 2, Level 3**
  
4. Compare internal and external recruitment sources regarding their advantages and disadvantages. Analyze which method is more effective for hiring in a rapidly growing tech company. Examine how internal factors, such as the company's pay structure, influence recruitment decisions. **CLO-3, Level-4**
  
5. A company hiring for a high-risk security position needs to ensure candidates are physically fit, mentally sharp, and trustworthy. Examine the role of various tests, such as cognitive ability, physical ability, personality, integrity, and drug testing, in assessing the suitability of candidates for this position. **CLO-3, Level-4**

