

ASSESSMENT # 5**Total Marks: 30**

- 1. Provide short answers for the following questions:**
 - i. Explain the difference between 'active' and 'passive' candidates.**
 - ii. What is meant by 'upstream' and 'downstream' recruitment?**
 - iii. What factors may affect the cost of candidate acquisition?**
- 2. 'Acquiring a client is not an end in itself; it is the start of the recruitment process' - Discuss.**
- 3. 'The range of methods to attract candidates can be divided broadly into two types' - explain both.**