

ASSESSMENT # 4**Total Marks: 30**

- 1.** Provide short answers for the following questions:
 - i. Briefly define 'client acquisition'.
 - ii. What is meant by 'winning the opportunity to supply'?
 - iii. Why can a traditional letter-based approach have greater impact than email?
- 2.** 'There are broadly two choices when making an initial approach - candidate-led and service-led.' Explain both and how they differ.
- 3.** Describe the procurement process for 'large-scale supply of staffing services'. How does it differ from a one-off candidate placement?