

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?**