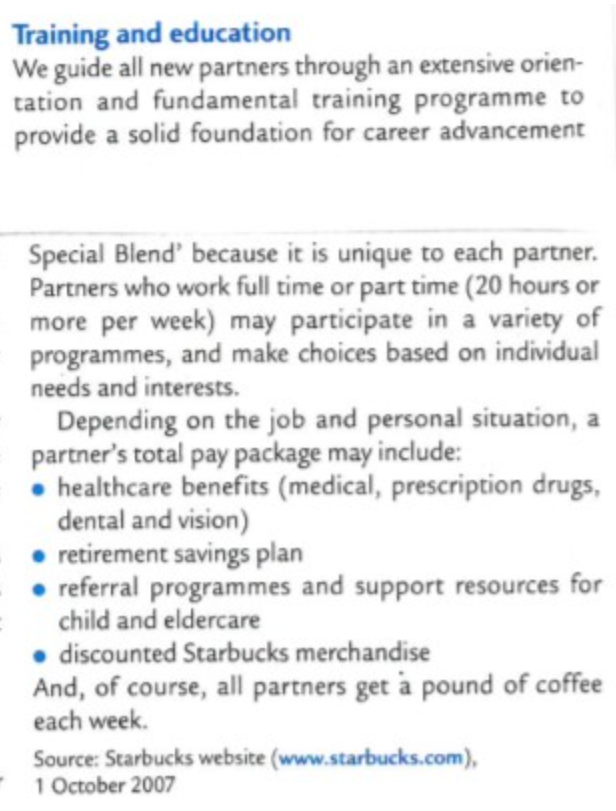
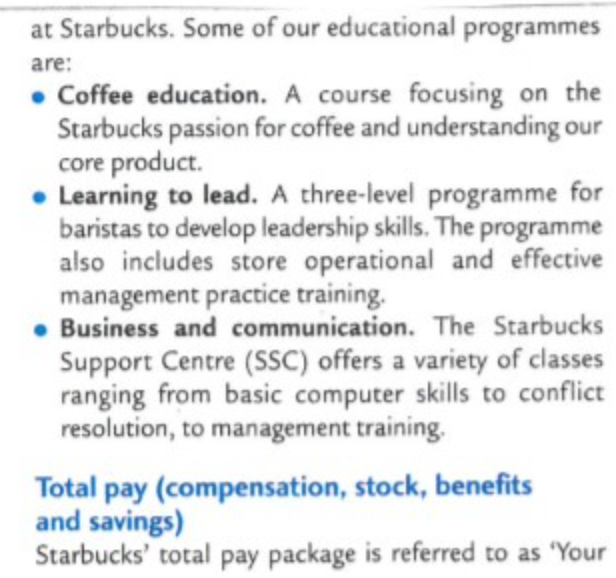
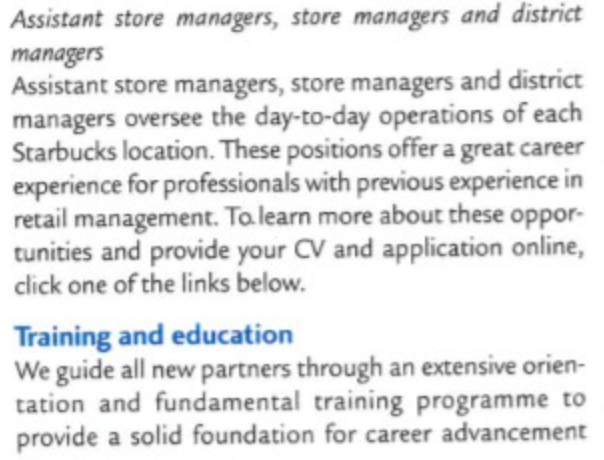
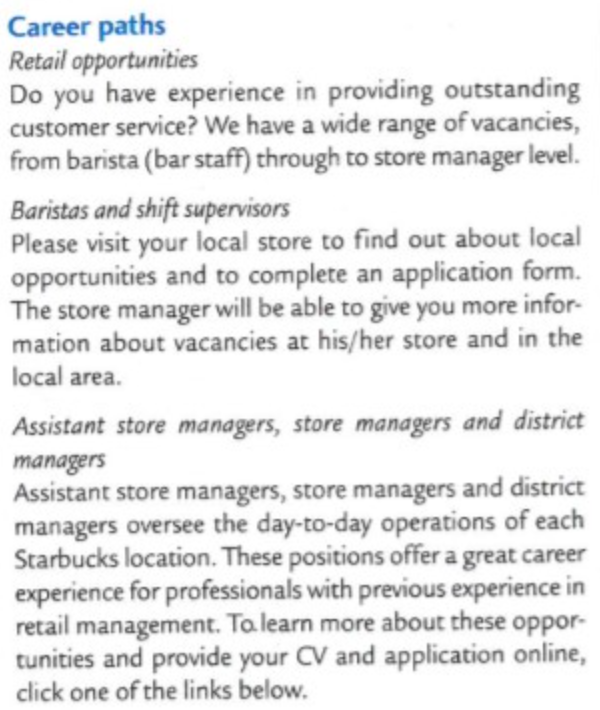
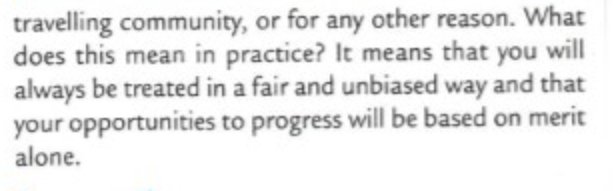
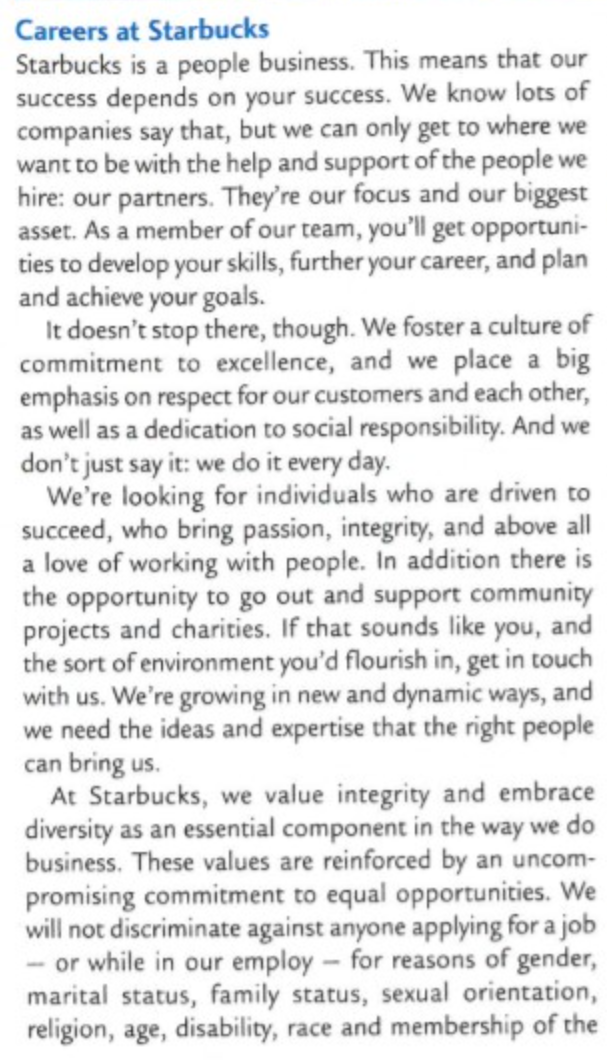
Recruitment and training at Starbucks



Questions are on the next page

1. Explain the likely benefits to Starbucks of its induction (“orientation”) training programme [4 marks]

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2. Analyse the possible reasons for differences between the recruitment process for a new barista and a new store manager at Starbucks [6 marks]

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3. Discuss the differences between the types of training that would be most appropriate for developing the effectiveness of a barista and a new Store Manager at Starbucks. [4 marks]

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