

Heinz places a great deal of emphasis on effectively managing its employees: promoting on the basis of both performance and potential is something that it regards as key to its success. Like so many businesses today, it sees a regular **appraisal** with each of its employees as a key element of its human resource activities.

- (e) (i) What is an '*appraisal*'? [2]
- (ii) Analyse the possible benefits to a business like Heinz of undertaking appraisals with each of its employees. [6]

**END OF PAPER**