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**NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, NIET BUSINESS SCHOOL,
GREATER NOIDA**

(An Autonomous Institute Affiliated to AKTU, Lucknow)

PGDM (Global)

TRIMESTER: V - THEORY EXAMINATION (2024 -2025)

Subject: HR Analytics

Time: 2.5 Hours

Max. Marks: 60

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

2. Maximum marks for each question are indicated on right -hand side of each question.

3. Illustrate your answers with neat sketches wherever necessary.

4. Assume suitable data if necessary.

5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

15

1. Attempt all parts:-

- | | | |
|------|---|---|
| 1-a. | Identify the primary goal of HR Analytics. (CO1, K1) | 1 |
| | (a) To monitor employee attendance | |
| | (b) To optimize HR decision-making using data | |
| | (c) To handle payroll management | |
| | (d) To ensure legal compliance | |
| 1-b. | An HR Scorecard typically measures: (CO2, K1) | 1 |
| | (a) Financial performance of HR | |
| | (b) Employee turnover rate | |
| | (c) Alignment of HR with business strategy | |
| | (d) All of the above | |
| 1-c. | Identify the level of measurement that categorizes data into ordered groups with a meaningful zero point. (CO3, K1) | 1 |
| | (a) Nominal | |
| | (b) Ordinal | |
| | (c) Interval | |
| | (d) Ratio | |
| 1-d. | Analyze the primary focus of recruitment analytics. (CO4, K1) | 1 |
| | (a) Evaluating job postings | |

(b)	B) Predicting candidate success	
(c)	C) Designing company policies	
(d)	D) Employee engagement	
1-e.	Identify the key metric most commonly used to measure employee engagement. (CO5, K1)	1
(a)	Turnover rate	
(b)	Net Promoter Score (NPS)	
(c)	Employee Satisfaction Index	
(d)	Compensation ratio	
2.	Attempt all parts:-	
2.a.	Define HR Analytics and explain its importance in modern organizations. (CO1, K1)	2
2.b.	Explain how HR scorecards assist in aligning HR activities with business strategies. (CO2, K2)	2
2.c.	Explain how data triangulation improves the reliability of HR analytics. (CO3, K2)	2
2.d.	Define selection bias in hiring decisions. (CO4, K1)	2
2.e.	Define HR analytics and its importance in decision-making. (CO5, K2)	2
<u>SECTION-B</u>		15
3.	Answer any <u>three</u> of the following:-	
3-a.	Discuss the typical applications of HR Analytics and their contributions to organizational decision-making. (CO1, K2)	5
3-b.	Discuss the differences between strategic HR metrics and HR analytics in terms of their application in HR decision-making. (CO2, K3)	5
3.c.	Discuss the various types of data that HR departments typically collect, and explain how each type can be used for better decision-making. (CO3, K3)	5
3.d.	Analyze the reliability and validity of different selection models used in recruitment. (CO4, K4)	5
3.e.	Analyze the impact of HR analytics on improving employee engagement. (CO5, K4)	5
<u>SECTION-C</u>		30
4.	Answer any <u>one</u> of the following:-	
4-a.	XYZ Corporation implemented HR Analytics to reduce employee turnover. After analyzing data, they found that employee engagement was the primary factor. Recommend strategies for improving engagement based on these findings. (CO1, K4)	6
4-b.	Company ABC used HR Analytics to optimize its recruitment process. The data revealed a mismatch between the skills required and those possessed by the applicants. Based on this data, suggest a more effective recruitment strategy. (CO1, K4)	6

5. Answer any one of the following:-

- 5-a. An organization has been using traditional HR practices, focusing on administrative tasks. Recently, they decided to adopt strategic HR practices. How can the HR Maturity Framework guide their transformation from Level 1 to Level 5. (CO2, K3) 6
- 5-b. A company has implemented HR analytics to improve recruitment outcomes but has faced challenges with data quality and analysis interpretation. Explain how should the company overcome these issues. (CO2, K4) 6

6. Answer any one of the following:-

- 6-a. A company faces a high employee turnover rate and wants to reduce it. Using HR analytics, analyze how demographic, performance, and engagement data could be used to identify at-risk employees and propose solutions. (CO3, K4) 6
- 6-b. A tech company collects data on employee performance, satisfaction, and turnover. Based on this data, how can HR analytics help improve recruitment strategies and reduce hiring costs. (CO3, K4) 6

7. Answer any one of the following:-

- 7-a. A company implements a new AI-driven recruitment model but faces complaints of bias. Examine potential causes and suggest improvements. (CO4, K5) 6
- 7-b. An organization finds that despite increasing diversity, inclusion scores remain low. Recommend strategies for improving inclusion. (CO4, K5) 6

8. Answer any one of the following:-

- 8-a. A company notices a decline in employee engagement despite high salaries. Assess possible reasons and suggest HR analytics-driven solutions. (CO5, K4) 6
- 8-b. An organization wants to develop an HR Scorecard to measure workforce productivity. Recommend key components for effective implementation. (CO5, K4) 6