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

(An Autonomous Institute Affiliated to AKTU, Lucknow)

PGDM

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. | Define HR Analytics and its purpose. (CO1, K1) | 1 |
| | <ul style="list-style-type: none"> (a) The process of tracking employees' personal data (b) The systematic analysis of HR data to improve decision-making (c) A software tool for payroll management (d) A method for predicting market trends | |
| 1-b. | Define HR Metrics and their role in workforce management. (CO2, K1) | 1 |
| | <ul style="list-style-type: none"> (a) HR Metrics measure and track HR-related performance indicators (b) HR focus only on payroll management (c) HR Metrics are used solely for compliance purposes (d) HR Metrics replace traditional HR practices | |
| 1-c. | Identify a typical challenge faced in obtaining HR data. (CO3, K1) | 1 |
| | <ul style="list-style-type: none"> (a) Inconsistent data collection methods (b) Easy and standardized data access (c) Data being available in a single source (d) Minimal variations in employee records | |
| 1-d. | Explain why diversity and inclusion are important in recruitment analytics. (CO4, K4) | 1 |
| | <ul style="list-style-type: none"> (a) They help create a fair and inclusive workplace by reducing bias | |

- (b) They limit opportunities for certain groups of candidates
 - (c) They are only relevant for large organizations
 - (d) They focus only on gender diversity
- 1-e. Explain how HR data can be linked to stock performance. (CO5, K4) 1
- (a) By analyzing workforce productivity and its impact on company profitability
 - (b) By focusing only on employee satisfaction surveys
 - (c) By ignoring HR-related investments
 - (d) By randomly selecting HR metrics for analysis

2. Attempt all parts:-

- 2.a. Describe the role of HR analytics in workforce planning. (CO1, K3) 2
- 2.b. Explain the purpose of measuring HR contributions in an organization.(CO2, K4) 2
- 2.c. Describe the key data sources used in HR analytics. (CO3, K3) 2
- 2.d. Analyze how HR analytics can help predict employee turnover. (CO4,K4) 2
- 2.e. Define the concept of an HR Scorecard and its purpose in HR analytics. (CO5, K1) 2

SECTION-B

15

3. Answer any three of the following:-

- 3-a. Illustrate the basic components of HR Analytics with relevant examples.(CO1, K4) 5
- 3-b. Define Human Resource Analytics (HRA) Frameworks and explain their significance in HR decision-making. (CO2,K1) 5
- 3.c. Analyze how data-driven HR analytics contributes to organizational success. (CO3, K3) 5
- 3.d. Define reliability and validity in selection models and explain their significance in HR analytics.(CO4, K1) 5
- 3.e. Design a step-by-step framework for implementing an HR measurement system in an organization.(CO5, K4) 5

SECTION-C

30

4. Answer any one of the following:-

- 4-a. Define HR Analytics and explain its significance in modern HR practices. (CO1, K1) 6
- 4-b. Illustrate the key differences between traditional HR and HR Analytics with examples. (CO1, K4) 6

5. Answer any one of the following:-

- 5-a. Define Human Resource Accounting (HRA) and explain its importance in HR decision-making. (CO2, K1) 6
- 5-b. Describe different HRA frameworks used for measuring HR contributions. (CO2, K3) 6

6. Answer any one of the following:-

- 6-a. Define HR metrics and explain their role in HR decision-making. (CO3, K1) 6
- 6-b. Differentiate between HR metrics and HR analytics with relevant examples. (CO3, K4) 6

7. Answer any one of the following:-

- 7-a. Define recruitment and selection analytics and explain its importance in HR decision-making. (CO4, K1) 6
- 7-b. Identify key metrics used to evaluate the reliability and validity of selection models. (CO4, K4) 6

8. Answer any one of the following:-

- 8-a. Define the HR Scorecard and explain its significance in HR analytics.(CO5, K1) 6
- 8-b. Identify the key components of an HR Scorecard and illustrate their interconnections.(CO5, K4) 6

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