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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA

SEM: III - THEORY EXAMINATION (2024- 2025)

Subject: HR Analytics

Time: 3 Hours

Max. Marks: 100

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

20

1. Attempt all parts:-

- 1-a. With predictive analytics, HR decision-making processes have now become more: (CO1, K2) 1
- (a) Integrated
 - (b) Strategic
 - (c) Business aligned
 - (d) All of the above
- 1-b. Analytics-based HR decisions can help in the following, except: (CO1, K2) 1
- (a) Making strategic HR decisions less risk-prone
 - (b) Achieving success in operational HR decision-making
 - (c) Helping in avoiding wrong decisions
 - (d) Helping in groupthink process
- 1-c. All of the following are sources of data for Recruitment Channel Analytics, except: (CO2, K2) 1
- (a) Surveys
 - (b) Post-Training Assessment
 - (c) Glassdoor.com
 - (d) Entry Interviews
- 1-d. LAMP framework was designed by: (CO2, K2) 1
- (a) Henry Fayol

- (b) Sundar Pichai
 - (c) Boudreau and Ramstad
 - (d) Taylor
- 1-e. _____ process involves structuring datasets to facilitate analysis. (CO3, K2) 1
- (a) Data tidying
 - (b) Data mining
 - (c) Data booting
 - (d) All of the mentioned
- 1-f. HR metrics are the measurements used to (CO3, K2) 1
- (a) Track performance
 - (b) Determine efficiency & effectiveness of HR policies
 - (c) Both above options
 - (d) None of the above
- 1-g. _____ is the deliberate action aimed at creating a workplace culture where all differences are welcomed, accepted and appreciated. (CO4, K2) 1
- (a) Inclusion
 - (b) Diversity
 - (c) Equity
 - (d) None of the above
- 1-h. _____ refers to whether or not participants' answers are free from error. (CO4, K2) 1
- (a) Accuracy
 - (b) Falsity
 - (c) Mistake
 - (d) Dishonesty
- 1-i. Employee experience that are leading to voluntary attrition: (CO5, K2) 1
- (a) Voluntary turnover rate
 - (b) Involuntary turnover rate
 - (c) None of these
 - (d) Both
- 1-j. In CARE criteria, 'A' stands for: (CO5, K2) 1
- (a) Accurate
 - (b) Analytics
 - (c) Accuracy
 - (d) None of these

2. Attempt all parts:-

- 2.a. Define prescriptive analytics. (CO1, K2) 2
- 2.b. Define external benchmarking. (CO2, K2) 2

- 2.c. Give any two examples of qualitative data. (CO3, K2) 2
- 2.d. Define recruitment funnel conversion. (CO4, K2) 2
- 2.e. Write the full form of PICO framework. (CO5, K2) 2

SECTION-B

30

3. Answer any five of the following:-

- 3-a. Elucidate analytic value chain with reference to the steps of data analysis. (CO1, K2) 6
- 3-b. Design a framework for data-driven decision making in HR. Explain the framework in detail. (CO1, K6) 6
- 3-c. Discuss the need of balanced scorecard with reference to the business impact in the organisation. Give example to support your answer. (CO2, K2) 6
- 3-d. Identify and explain the need of HCM 21 model. Also explain the components of the model. (CO2, K2) 6
- 3.e. Differentiate between interval and ratio scale data with the help of relevant example. (CO3, K2) 6
- 3.f. Design an employee diversity dashboard for a national-level construction company. (CO4, K6) 6
- 3.g. Describe the major challenges of an HR leader while setting up an HR analytics culture in an organisation. (CO5, K2) 6

SECTION-C

50

4. Answer any one of the following:-

- 4-a. Explain the role of Project Oxygen and Moneyball campaign in the evolution of HR analytics. (CO1, K2) 10
- 4-b. Identify and explain at least five key HR metrics commonly used in HR analytics. How do these metrics influence organizational strategies? (CO1, K2) 10

5. Answer any one of the following:-

- 5-a. Outline the key steps involved in conducting an HR Audit. How do these steps ensure a comprehensive evaluation of HR functions? (CO2, K2) 10
- 5-b. Talentship can be defined as a 'Decision Science'. Elaborate on the Talentship framework in HR analytics with reference to dynamic business environment. (CO2, K2) 10

6. Answer any one of the following:-

- 6-a. 'HR analytics help in developing an HR plan'. Analyze the statement. Also, differentiate between HR forecasting and HR plan. (CO3, K4) 10
- 6-b. "Data is the fuel." Justify the statement. Critically examine the types of data. (CO3, K2) 10

7. Answer any one of the following:-

- 7-a. Define diversity analytics. State the diversity metrics that can be shown in diversity dashboard. (CO4, K2) 10

- 7-b. Discuss the role of predictive analytics in recruitment. How can it help organizations anticipate hiring needs and identify top candidates? (CO4, K2) 10
8. Answer any one of the following:-
- 8-a. Explain the mediation, moderation and interaction analysis along with their path diagrams. (CO5, K2) 10
- 8-b. "Scorecard must link to your firm's strategy." Analyze the statement with reference to implication and implementation of the HR scorecard. (CO5, K4) 10

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