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Subject Code:- AMBAHR0311

Roll. No:

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

M.B.A.

SEM: III - THEORY EXAMINATION (2022 - 2023)

Subject: HR Analytics

Time: 3 Hours

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.

1. Attempt all parts:-

1-a. When HR functions are powered by HR analytics, HR managers can play the role of (CO1) 1

- (a) Strategic Partner
- (b) Change champion
- (c) Employee advocate
- (d) All of the above
- 1-b. Identify the incorrect statement out of the following:(CO1)
 - (a) HR analytics facilitate data-driven decision-making
 - (b) HR analytics is a means to an end
 - (c) Analytics-bound HR decisions are non-strategic in nature
 - (d) None of the above
- 1-c. ______ is a strategic HR measurement system that helps to measure, manage, and 1 improve the strategic role of the HR department.(CO2)
 - (a) HR Scorecard
 - (b) Balance Scorecard

Max. Marks: 100

20

1

(c) None of these

(d) Both A and B

1-d. _____ refers to keeping administrative employee records.(CO2)

- (a) HRIS
- (b) HRMS
- (c) HCM
- (d) HRM

1-e. An HR Dashboard is a visual display of ____. (CO3)

- (a) HR metrics
- (b) HR Development
- (c) Management goal
- (d) None of these
- 1-f. Identify the HR metrics, which determine the number of employees who are keen to come to 1 work.(CO3)

1

1

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- (a) Human Capital Risk
- (b) Employee engagement
- (c) Revenue per employee
- (d) Voluntary employee rate
- 1-g. Which sector has highest analytics size?(CO4)
 - (a) Ecommerce
 - (b) Marketing & advertisement
 - (c) Finance & banking
 - (d) Healthcare
- 1-h. The number of employees who left the company during a specified time period when divided 1 by the total number of employees that were there at the start of the time period gives:-(CO4)
 - (a) Employee Churn Rate
 - (b) Employee Turnover Rate
 - (c) Both 1 and 2
 - (d) None of the above
- 1 The number of employees who left the company during a specified time period when divided 1 by the total number of employees that were there at the start of the time period gives:(CO5)
 - (a) Employee Churn Rate

- (b) Employee Turnover Rate
- (c) Both 1 & 2
- (d) None of the above
- 1 Employee experience that are leading to voluntary attrition is referred as -(CO5)

1

6

50

- (a) Voluntary turnover rate
- (b) Involuntary turnover rate
- (c) None of these
- (d) Both
- 2. Attempt all parts:-

2.a.	Define data mining.(CO1)			
2.b.	Define Benchmarking.(CO2)			
2.c.	Define time to hire ratio.(CO3)			
2.d.	Explain the term workforce segmentation.(CO4)	2		
2.e.	Define the term assessment.(CO5)			
	SECTION B	30		
3. Answer any <u>five</u> of the following:-				

3-a.	Define HRIS. Explain how HRIS can help in HR decision-making.(CO1)						

- 3-b. Identify the key challenges in HR analytics.(CO1)
- 3-c. Discuss the need of balanced scorecard with reference to the business impact in the 6 organisation.(CO2)
- 3-d. Is there any difference between HRMS and HRIS? Support your answer with 6 example.(CO2)
- 3.e. Differentiate between qualitative and quantitative data types with the help of suitable 6 examples.(CO3)
- 3.f.Elaborate the sources of data for recruitment and selection analytics.(CO4)6
- 3.g.Discuss setting an HR analytics unit as a change management process.(CO5)6
 - SECTION C

4. Answer any one of the following:-

- 4-a. Explain how HR research results can help in HR decision-making process. Give your answer 10 with some examples.(CO1)
- 4-b. Write a short note explaining the concept of HR analytics. Discuss the probable outcomes of 10

HR analytics.(CO1)

5. Answer any one of the following:-

- 5-a.Highlight the recent trends in human resource management.(CO2)10
- 5-b. Define benchmarking. Elaborate on the process of benchmarking with reference to an 10 industry example.(CO2)

6. Answer any one of the following:-

- 6-a. Explain various concepts of HR data. How can we ensure the quality of HR data?(CO3) 10
- 6-b. State the barriers of HR analytics. Discuss the barriers/obstacles in collecting data.(CO3) 10

7. Answer any one of the following:-

- 7-a. Define training metrics. Explain the metrics used to evaluate the effectiveness of training 10 process.(CO4)
- 7-b. Define employee turnover prediction with example. Identify the mechanism for the 10 prediction.(CO4)

8. Answer any one of the following:-

- 8-a. Write a note on Big data and HR analytics emphasizing the recent developments.(CO5) 10
- 8-b. Define HR dashboard. Also explain the meaning and implication of data visualization.(CO5) 10