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20MBAHR304

Third Semester MBA Degree Examination, Feb./Mar. 2022

HR Analytics

Time: 3 hrs.

Max. Marks:100

Note: 1. Answer any FOUR full questions from Q1 to Q7.

2. Question No.8 is compulsory.

3. Use of Scientific Calculator is permitted.

- 1 a. Outline the benefits of HR analytics. (03 Marks)
b. Explain the process of implementing HR analytics in an organization. (07 Marks)
c. Analyse the challenge faced by business analyst in executing HR data. (10 Marks)
- 2 a. Summarize the four levels of HR analytics. (03 Marks)
b. Discuss the competencies required for managing HR analytics projects. (07 Marks)
c. What is text analytics? Explain the applications of text analytics in HR analytics. (10 Marks)
- 3 a. What are HR metrics? List the types of HR metrics commonly used in industry. (03 Marks)
b. Explain the scope of big data in HR Analytics. (07 Marks)
c. Explain the process of creating HR Dashboard. (10 Marks)
- 4 a. What are the benefits of open source software over closed source software? (03 Marks)
b. Explain the applications of VLOOKUP, INDEX and COUNTIF function in MS-Excel. (07 Marks)
c. What is an HR Dashboard? Discuss the benefits of dashboard for HR teams. (10 Marks)
- 5 a. What is a scatter plot? Explain the types of scatter plot. (03 Marks)
b. An organization ABB Ltd. wish to seek answers to following questions:
(i) Is pay hike related to increase in performance?
(ii) Is increased absenteeism related with work place dissatisfaction?
(iii) What is the impact of employee engagement initiatives an employee productivity?
(iv) What is the influence of leadership on team member's commitment?
You are an HR Analyst working for the organization. What statistical tools will you apply to find the solution? (07 Marks)
c. Explain the excel functions in creating HR Dash Board. (10 Marks)
- 6 a. When should you use a one-sample t-test? List the assumptions of one-sample t-test. (03 Marks)
b. Summarize the HR measures classified by Chartered Institute of Personnel and Development (CIPD) for different stages of HR process. (07 Marks)
c. Explain the output of logistic regression analysis. (10 Marks)
- 7 a. Examine the different applications of logistic regression. (03 Marks)
b. Outline the assumptions of factor analysis. Also, explain the considerations before conducting factor analysis. (07 Marks)
c. Analyse various HR functions which can benefit from HR analytics. What role will big data play in HR analytics in the coming decades? (10 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg. 42+8 = 50, will be treated as malpractice.

8 Case Study :

It was time for drawing up the HR budget for the financial year 2019-20. Nina, Head, Human Resources of ABC incorporation was providing on the amount to be allocated for the Training and Development (T & D) activities. The top management was getting increasingly worry of shelling out funds when it came to T&D expenditure, but Nina had to immediately get a training program underway for the 50 new joinees approved by the management. ABC Incorporation, an MNC headquartered at Bengaluru, had hired 50 new management trainees in January 2019 from a few of the premium business schools in India. These recruits had joined the Company in March 2019. Nina was given the responsibility of putting the new joinees through a proper induction program that would make it easier for them to get acquainted with their job profiles. Nina, who was leading a team of four HR executives, decided to conduct a 5 day long training program for the new joinees to facilitate the orientation process.

Nina, had to evaluate the cost of conducting a training program for its new joinees. She is confronted with multiple questions viz. whether the company should invest in training the new employees and if so, in how much time the firm can expect to recover the costs through the trainee's output etc.

- a. What are the key HR metrics she should consider for the above situation? (10 Marks)
- b. Can she estimate the time frame for Return on Investment in training? What are the expenditure heads she is likely to consider for the above analysis? Discuss. (10 Marks)

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