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18MBAHR302

## Third Semester MBA Degree Examination, Feb./Mar. 2022 Human Resource Analytics

Time: 3 hrs.

Max. Marks: 100

**Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.  
2. Question No. 8 is compulsory.**

- 1 a. What is HR metrics? (03 Marks)  
b. Differentiate between HR metrics and HR analytics. (07 Marks)  
c. Give detailed description on various HR analytics framework. (10 Marks)
- 2 a. Discuss the concept of HR maturity. (03 Marks)  
b. Explain the metrics used for HR analytics. (07 Marks)  
c. Describe the application and objectives of regression analysis. (10 Marks)
- 3 a. What do you understand by the word "HR Analytics"? (03 Marks)  
b. Write a note on third wave value creation. (07 Marks)  
c. Describe the tools for HR Analytics. (10 Marks)
- 4 a. Define bench marking. (03 Marks)  
b. Explain the methods of data collection for HRD assessment. (07 Marks)  
c. Explain the analytical capabilities and analytical model. (10 Marks)
- 5 a. What is lean six sigma? (03 Marks)  
b. Describe the typical application of HR analytics. (07 Marks)  
c. Elaborate the concept of workforce scorecard. Also explain the steps involved in the implementation of workforce scorecard. (10 Marks)
- 6 a. What is AMOS? (03 Marks)  
b. List the features and advantages of "fusion charts". (07 Marks)  
c. Explain the concept of linking HR data to operational performance. (10 Marks)
- 7 a. What do you mean by tableau public? (03 Marks)  
b. What is SPSS? Explain the core function of SPSS. (07 Marks)  
c. Explain the concept of human capital continuum and term data intervention. (10 Marks)
- 8 **Case Study:**  
Lowe's is American company which operates chain of retail home improvement and application stores. Since 2007 company has been using data driven HR business modeling to highlight the HR decisions and business outcomes.  
Lowe's analytical team sought the link various HR data to marketing data such as customer satisfaction on loyalty. They give operational data. As the result they set statistical model. Management shared the results with the mass roots of the company, improving the chances that systematic change would be deeply rooted as the result focus on employee engagement has spread the entire organization. In this way workforce analytics has achieved.  
a. How Lowe's come up with data driven HR model? (10 Marks)  
b. Discuss the results and outcome analysis carried out with Lowe's? (10 Marks)

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