



CBCS SCHEME

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18MBAHR302

Third Semester MBA Degree Examination, Jan./Feb. 2023

HR 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 meant by HR Analytics? (03 Marks)
b. Explain the key areas of HR Analytics. (07 Marks)
c. What do you mean by lean HR? What are the principles of lean management? (10 Marks)
- 2 a. What are the methods of HR Analytics? (03 Marks)
b. "HR Analytics is the third wave for HR creation". Elaborate. (07 Marks)
c. Explain HR Maturity Journey with the help of "WALL" diagram. (10 Marks)
- 3 a. Define HR Metrics. (03 Marks)
b. Difference between Strategic HR Metrics and Benchmarking. (07 Marks)
c. Explain five overarching components of an effective HR analytics. (10 Marks)
- 4 a. List out the importance of HR Dashboard. (03 Marks)
b. Key Performance Indicator (KPI's) are a type of performance measurement, explain in detail. (07 Marks)
c. Explain Predictive Analytics and its application. (10 Marks)
- 5 a. Write a note on typical data sources in HR Analytics. (03 Marks)
b. Explain the process of data cleaning. Also discuss the data cleaning checklist. (07 Marks)
c. What are the techniques for establishing questions with suitable examples? (10 Marks)
- 6 a. Define Intervention. (03 Marks)
b. Elaborate different types of data with suitable examples. (07 Marks)
c. Elucidate the different statistical tools available in the market for HR Analytics Visualization. (10 Marks)
- 7 a. Define HR Dashboards. (03 Marks)
b. What is data collection? What are the various methods of data collection in HR Analytics? (07 Marks)
c. Explain the guidelines for implementing a HR scorecard. (10 Marks)
- 8 **Case Study:**
Walmart is the world's largest privately owned company with 2.2 global employees. Its HR analytics team was created by Elpida Ormanidou in 2009 and now numbers over 70 people with a diverse array of skills, capabilities and backgrounds. The team is organized into four pillars: Modeling and Data Mining, Research and Social Media, Visualization and Prototype and Test & Learn. As well as turnover, absence, mobility and leadership development there is a strong focus on monitoring customer experience and sales linking HR data to wider business metrics.
a. What is meant by HR Analytics? How to use here? (05 Marks)
b. Why HR Analytics important for Walmart? (05 Marks)
c. What is meant by dashboard? How can it be used here? (05 Marks)
d. How reporting, dashboards, data mining help to Walmart? (05 Marks)

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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.