CMR INSTITUTE OF TECHNOLOGY

Scheme Of Evaluation Internal Assessment Test 1- Sep 20:

 Sub:
 HR ANALYTICS
 Code:
 18MBAHR302

 Date:
 2019
 Duration:
 90mins
 Marks:
 50
 Sem:
 III
 Branch:
 MBA

Note: Part A - Answer Any Two Full Questions (20*02=40 Marks)

Part B - Compulsory (01*10= 10marks)

Part	•	stion #	Description	Marks Distribution		Max Marks
		a	It brings together data from disparate sources, such as surveys, records, and operations, to paint a cohesive, actionable picture of current conditions and likely futures. This is an evidence – based approach to making better decisions.	3		
		b	DescriptivePredictivePrescripti		7	
	1	c		STRATEGIC USINESS PLAN Innovate Produce Sell Service Descriptive Predictive CUSTOMER- ANALYZED NEEDS Price Quality Service Price Quality Service OPERATIONS Planning Targets: Process Times Product Quality Output Volume TALENT MANAGEMENT Workforce Planning—Hiring Deploying—Compensating Developing—Engaging Sustaining MINIMARIES PONSES Number Contacted and Number Responding Conversion Rate and Spend Satisfaction Level, Return Rate OPERATIONS Unit Cost - Cycle Time Quantity: Output / Input Quality: Error Rates, Shrink, Rework Workforce and Succession Plan Hire Cost—Time to Fill—Quality Pay and Benefits Cost L&D Spend—Engagement Program Retention Support Wit 1.2 How Your Company Makes Money © J. Fitz-enz, 2012	10	20 M
	2	a	current and histor	s covers a variety of techniques (statistics, modeling, data mining) that use ical facts to make predictions about the future. It's about probabilities and It involves, for example, models used for increasing the probability of	3	20 M

1.	Pagrassion avaminas the correlations among all variables and salects the variables that have			
b	Regression examines the correlations among all variables and selects the variables that he the strongest relationship with the outcome variable (e.g., productivity or profitability). It is removes the overlap among the predictors, so the predictive power of each variable is unique. It is the simplest of the three techniques. It examines the relationship between two variables It answers the question: If X increases in value, what happens to Y? If X increases by 1 and increases by 1, there is a perfect positive relationship. A correlation is described by statistic r, which ranges from -1 to +1. A zero value indicates no relationship. A -1 indicates that Y decreases proportionally as X increases. A +1 indicates that Y increases proportion as X increases.			
	SEM is an excellent way to examine multiple hypotheses at once and determine causal pathways. It is based on confirmatory factor analysis and requires large data sets. It is a much more complicated analysis than regression and requires specialized software, such as Lisrel or AMOS. If the data set is amenable to the analysis, SEM is a preferred technique because it can create a best-fitting model of the relationships among all the variables and provide reliable insights about the influence of multiple factors on each other and an outcome measure.			
c	Prescriptive Level 5: Evaluate Apply statistical or other methodology to validate the predictive model's validity and utility. Feature. Records economic and financial values obtained* Benefits. Shows top line and bottom line changes that increase all shareholders' values.** Level 4: Model Design predictive experiment to connect people, policies, processes, and performance. Feature. Describes expected pattern of relationships to uncover correlations or causation. Benefits. Testable hypothesis for understanding complex interactions and interdependencies. Predictive Level 3: Relate Look for impactful external and internal forces affecting the organization. Feature. Shows effects of interactions among human, structural, and relational data. Benefits. Points to opportunities for simple performance improvements. Level 2: Display Show data by category looking for apparent connections and trends (not predictive). Feature. Dashboards and reports show possible efficiencies in costs, time, amounts. Benefits. Basis for predictive and prescriptive analyses. Level 1: Organize Collect data into a database and validate accuracy. Feature. Static data on transactions waiting to be applied. Benefits. Solves the basic problem of analytics: data availability.	10		
	* Financial data: money or other liquid resources of a government, business, or group. Economic data: having practical noncash significance or uses affecting material resources; i.e., market reputation. ** Includes stockholders, customers, employees, and community. Exhibit 1.3 Data Analysis Levels © J. Fitz-enz, 2012			
a	Economic data: having practical noncash significance or uses affecting material resources; i.e., market reputation. ** Includes stockholders, customers, employees, and community.	3		
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		С	mandate, she formulated a vision for the new analytics unit and set some short- and long term goals. She realized that to promote clarity and consistency, the unit and the company needed to operate from a set of standard terms and metrics. It took several months internally and externally to reach a quasi-consensus on terminology. The company had been using an unexamined set of regular reports for many years. The rationale for their format and content needed updating. Again, this took a good bit of negotiating. Whether formats and reporting schedules are useful or not, people become accustomed to them. In time, a testable set of reports was designed and cleared with their readers. Once it became clear what data would be needed, the HR database architecture had to be established. Clearly, if operating issues were going to be addressed, the analytics unit would have to access data from finance, marketing, and other functions. Systems analysts and coders were put to work to develop a flexible, mutually beneficial architecture.	10	
В	4	a)	Justify based on the case	5	10 M
	4	b)	Justify based on the case	5	10 M