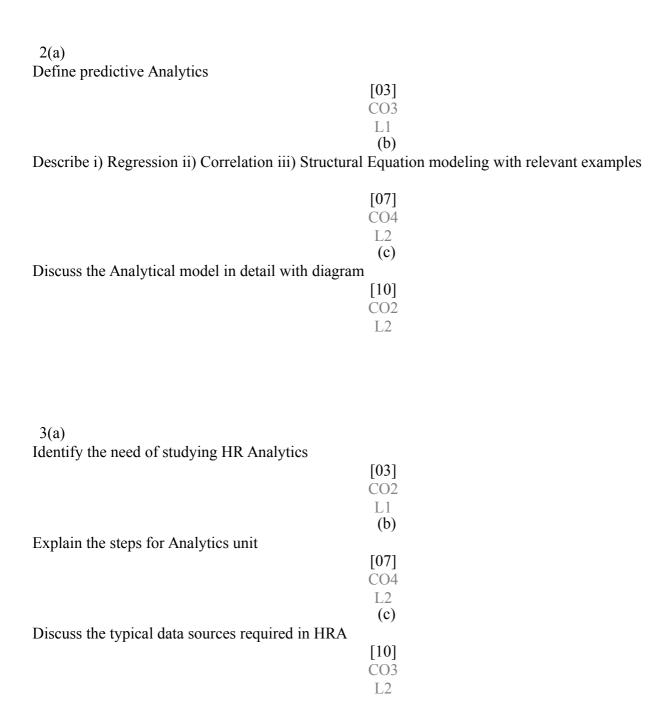
USN	CMR INSTITUTE OF TECHNOLOGY	CMR	
	Inter Sub:	rnal Assessment Test - I	
	HR ANALYTICS Code: 18MBAHR302		
	07-09-2019		Date
	90 mins		Duration
	50		Max Marks
	III Branch: MBA		Sem
		Marks OBE	
		CO RBT	
	Part A-Answer Any Two Full Questions	(20*02=40 Marks)	
	1 (a) Define HR Analytics	[03] CO3 L1	
	Discuss the three levels of HR Analytics with	(b) h appropriate examples [07] CO3	

Explain the Analytic value chain in detail

[10] CO2 L2

L2 (c)



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

## 4

Amazon India Case Study

Amazon India, one of the top ecommerce companies was facing a business challenge. The strength of the company was its Human Resource but the real challenge was to effectively manage the HR and retain talent as the competitors try to pouch it's best talent. The attrition rate in the company was high in recent years, and this was a new challenge to be handled by a recently recruited HR head Miss.Pallavi. Pallavi asked Miss.Taniya a newly recruited HRAnalyst in a team to conduct an employee survey and found that lack of incentives and low salary hike was one of the major reason that employees are quoting for high employee

turnover. However, HR head Pallavi disagreed, her view was, most employees were not eligible for incentives and salary hike as their performance was not as satisfactory.

Puzzled Pallavi & Taniya wanted to know what are the factors which impact the performance and how performance of the employees can be improved.

Amazon has decided to hire you as an Analytics expert to provide insights and recommend strategies. As an HR Analyst, you need to address following issues:

## Questions

(a)

What is the impact on performance? Set priorities for factors

[05]

CO<sub>2</sub>

L1

(b)

How do you predict employee performance before even hiring-assessing job applicants?

[05]

CO<sub>2</sub>

L4

Cour Outco	P()	PO2	PO3	PO4		PO5		
CO1:	To introduce the student to the theory, concepts, and business application of human resources research, data, metrics, systems, analyses, and reporting.		4a,b					
CO2:	To develop an		1b, 3b,2c	3c		1c,2b,		
CO3:	To aware the challe competitive advanta			s for the	1a, 2a,	3a		
CO4:	To enable students conduct research at Resource Managem	nd statistical and						

Cognitive level	KEYWORDS	
L1	L1 list, define, tell, describe, recite, recall, identify, show, label, tabulate, quote, name, who, when, where, etc.	
L2	describe, explain, paraphrase, restate, associate, contrast, summarize, differentiate interpret, discuss	
L3	calculate, predict, apply, solve, illustrate, use, demonstrate, determine, model, experiment, show, examine, modify	
L4	classify, outline, break down, categorize, analyze, diagram, illustrate, infer, select	

L5	grade, test, measure, defend, recommend, convince, select, judge, support, conclude, argue, justify, compare, summarize, evaluate
L6	design, formulate, build, invent, create, compose, generate, derive, modify, develop, integrate

PO1–Theoretical Knowledge; PO2–Effective Communication Skills; PO3–Leadership Qualities; PO4 –Sustained Research Orientation; PO5–Self-Sustaining Entrepreneurship

CCI HOD