USN

Internal Assessment Test - I

Sub:
HR ANALYTICS
Code:
18MBAHR302

07-09-2019

90 mins

50

III
Branch:
MBA

Date:

Duration:

Max Marks:

Sem:

Marks
OBE

CO
RBT

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

1 (a)
Define HR Analytics

[03]
CO3
L1

(b)
Discuss the three levels of HR Analytics with appropriate examples

[07]
CO3
L2

(c)
Explain the Analytic value chain in detail

[10]
CO2
L2

2(a)
Define predictive Analytics

[03]
CO3
L1
(b)
Describe i) Regression ii) Correlation iii) Structural Equation modeling with relevant examples

[07]
CO4
L2
(c)
Discuss the Analytical model in detail with diagram

[10]
CO2
L2

3(a)
Identify the need of studying HR Analytics

[03]
CO2
L1
(b)
Explain the steps for Analytics unit

[07]
CO4
L2
(c)
Discuss the typical data sources required in HRA

[10]
CO3
L2

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]

CO2

L1

(b)

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

[05]

CO2

L4

Course Outcomes	PO1	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 challenges human resources analytics for the competitive advantage of the organization.		1a, 2a, 3a		
CO4:	To enable students to use applicable benchmarks/metrics to conduct research and statistical analyses related to Human Resource Management.				

Cognitive level	KEYWORDS
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**