



Internal Assessment Test - I

Sub:
HR ANALYTICS
Code:
18MBAHR302

14-10-2019

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 Metrics.
[03]
CO1

L1
(b)

For the measurement plan, create a basic list of information about each metric using Recruitment as example

[07]

CO3

L4
(c)

Discuss the logical model with example

[10]

CO2

L2

2(a)	
Define Alignment	[03]
CO1	L1
	(b)
Explain the techniques for establishing the questions	[07]
CO2	L2
	(c)
Describe the optimization model with key performance metrics	[10]
CO2	L2

3(a)	
Define demographics and its types	[05]
CO1	L1
	(b)

Chrysler Academy knew that trained sales consultants outsold their untrained counterparts by 35 vehicles per year, but no one had been able to establish a causal link proving that training was the factor responsible for those 35 vehicles (as opposed to other factors driving individual and business performance). Marketing touted exciting ads, product development bragged about its cool new jeeps, and the credit group boasted of attractive financing packages for driving vehicle sales. Chrysler’s dealers are Chrysler Academy’s customers and pay to send their sales consultants to training. Due to high turnover of new sales consultants, dealers were reluctant to send their consultants to training until they had proved they would stick around. The academy postulated that lack of training was correlated with high turnover, but once again, it had no conclusive proof to negotiate with the dealers.

Which methods are used to analyze the dashboard and explain the results of the academy.

	[15]
CO3	L4

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

4 (a)

Peter Drucker introduced us to the Age of Discontinuity 40 years ago. Clay Christensen taught us about the effects of disruptive technology more than 10 years ago. Most recently, Steve Jobs showed us how to leap boundaries and see things quite differently. It all boils down to an unknowable but terribly exciting world. In 1931, the Dick Tracy comic strip appeared for the first time in the Detroit Mirror and quickly became nationally syndicated. In 1946, Tracy's creator, Chester Gould, gave Tracy a 2-Way Wrist Radio. Readers marveled at the concept: a radio small enough to wear on your wrist. In 1964, he upgraded it to a 2-Way Television. Recently, we read about Nokia's new patent. It is for a tattoo made of ferromagnetic powder that would buzz when someone is calling. It would let the user know the caller's identity (perhaps with varying sequences of pulses). It could be placed anywhere on the body....

What do you think about the future of analytics?

[10]

CO3

L4

Course Outcomes

PO1
PO2
PO3
PO4
PO5

To introduce the student to the theory, concepts, and business application of human resources research, data, metrics, systems, analyses, and reporting.

1a,2a,3a

To develop an understanding of the role and importance of HR analytics, and the ability to track, store, retrieve, analyze and interpret HR data to support decision making.

1c

2b,2c

To aware the challenges human resources analytics for the competitive advantage of the organization.

1b,3b
4a

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