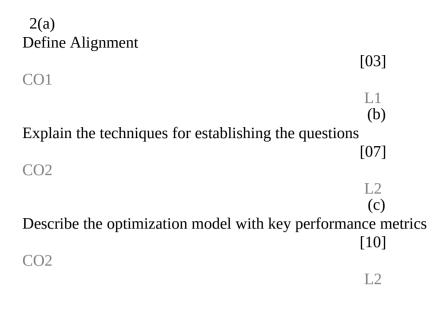
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Internal A	ssessment Test - I
Sub: HR ANALYTICS	seconicit Test T
Code: 18MBAHR302	
14-10-2019	Date:
90 mins	Duration:
50	Max Marks:
III	Sem:
Branch: MBA	
WID/1	
	Marks
	OBE
	CO RBT
Part A -Answer Any Two Full Questions (20*0	2=40 Marks)
1(a) Define HR Metrics. [03]	
CO1	L1
For the measurement plan, create a basic list of infeexample	(b) ormation about each metric using Recruitment as
	[07]
CO3	L4
Discuss the logical model with example	(c)
CO2	[10]

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.

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

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