

HR Analytics_18MBAHR302_IAT-1

Subject - HR Analytics

Subject Code- 18MBAHR302

Date- 15/09/20

Timing- 09:00 am-10:00am

Maximum Marks- 50

1. Email address *

2. Name

3. USN

4. Semester

5. CMRIT Email Id

6. 1. _____ is defined as the area in the field of analytics that deals with people analysis and applying analytical process to the human capital within the organization to improve employee performance and improving employee retention 1 p

Mark only one oval.

- Human Resource Management
- Human Resource
- Recruitment & Selection
- Human Resource Analytics

7. 2. _____ is the process of collating, sorting, processing, and studying business data, and using statistical models and iterative methodologies to transform data into business insights. 1 p

Mark only one oval.

- Marketing Analytics
- Financial Analytics
- HR Analytics
- Business Analytics

8. 3. Among the following options which one is not an advantage of Business Analytics- 1 p

Mark only one oval.

- Facilitates better understanding
- Provides a competitive advantage
- Lack of support
- Converts available data into valuable information

9. 4. Among the following option which one is not a challenge of Business Analytics-

1 p

Mark only one oval.

- Poor quality data
- Provides a competitive advantage
- Shortage of skills
- Lack of support

10. 5. Which analytics helps to predict the likelihood of a future outcome by using various statistical and machine learning algorithms but the accuracy of predictions is not 100%, as it is based on probabilities?

1 p

Mark only one oval.

- Prescriptive analytics
- Predictive Analytics
- Descriptive analytics
- Strategic Analytics

11. 6. Prescriptive analytics provides:

1 p

Mark only one oval.

- Recommendations/ Suggestions for the future
- Past data
- Data
- Problems

12. 7. _____ is the examination of data or content, usually manually performed, to answer the question “What happened?” 1 p

Mark only one oval.

- Prescriptive analytics
- Strategic Analytics
- Descriptive analytics
- Predictive Analytics

13. 8. Diagnostic Analytics explains - 1 p

Mark only one oval.

- What happened?
- Why did it happen?
- What should we do?
- What will happen?

14. 9. In the search to reveal and identify previously unrecognized trends and patterns, models can be created by mining through vast amounts of data, is called... 1 p

Mark only one oval.

- Data Mining
- Text Mining
- Data Visualization
- Other: _____

15. 10. When Information and insights drawn from data presented with highly interactive graphics, is called 1 p

Mark only one oval.

- Data Visualization
- Optimization
- Forecasting
- Data Mining

16. 11. SEO stands for: 1 p

Mark only one oval.

- Search engine opportunities
- Save engine optimization
- Search entry optimization
- Search engine optimization

17. 12. Data collected and reported on in-the-moment, or in real-time, is called 1 p

Mark only one oval.

- Real-time analytics
- Predictive analytics
- Automated analytics
- Other: _____

18. 13. How many phases/levels are there in Analytics Maturity Model?

1 p

Mark only one oval.

4

3

6

5

19. 14. Which one of the following is not an application of HR analytics?

1 p

Mark only one oval.

Employee Retention

Employee Performance

Employee Recruitment

Employee Education

20. 15. HR analytics is also often referred to as:

1 p

Mark only one oval.

People analytics

Business analytics

Financial analytics

Analytics

21. 16. Which one is not a typical data source for HR Analytics?

1 p

Mark only one oval.

- Employee surveys
- Attendance records
- Employee work history
- Employee's personal shopping expenditure

22. 17. Data-Driven HR can help drive a business forward

1 p

Mark only one oval.

- True
- False

23. 18. Data Reliability is about measuring the same thing over and over again and achieving the same result

1 p

Mark only one oval.

- True
- False

24. 19. Analytics is not a scientific process of discovering and communicating the meaningful patterns

1 p

Mark only one oval.

- True
- False

25. 20. Descriptive HR analytics reveal and describe relationships between current and historical data patterns. 1 p

Mark only one oval.

- True
 False

26. 21. Diagnostic Analytics answers the question of, "What will happen?" 1 p

Mark only one oval.

- True
 False

27. 22. Poor quality data is a big challenge for Business Analytics. 1 p

Mark only one oval.

- True
 False

28. 23. Google Analytics were introduced in 1 p

Mark only one oval.

- 2001
 1995
 2016
 2005

29. 24. Not finding people with the right skill-sets to gather, manage, and report on the data, is a 1 p

Mark only one oval.

- Challenge
- Benefit

30. 25.is a tool that shows how HR adds value to organizational goals. 1 p

Mark only one oval.

- Big Data
- HR value chain
- Optimization
- Other: _____

31. 26. _____ enables HR professionals to make data-driven decisions to attract, manage, and retain employees, which improves ROI. 1 p

Mark only one oval.

- Business analytics
- HR analytics
- Big data
- Other: _____

32. 27. Using HR analytics you can answer the following questions about the organization's HR system: 1. How high is your employee turnover rate? 2. Do you know which of your employees will leave your organization within a year? 1 p

Mark only one oval.

- True
 False

33. 28. Business Analytics is not able converts available data into valuable information 1 p

Mark only one oval.

- False
 True

34. 29. Automated analytics are analytics that ultimately require very few to zero manual inputs 1 p

Mark only one oval.

- True
 False

35. 30. Cognitive Analytics is the highest level of automation. Involves machine learning and natural language processing 1 p

Mark only one oval.

- True
 False

36. Case Study

Mark only one oval.

Option 1

Case Study:

CASE STUDY :

Toyota today is criddled with quality problems. Quality was one of prime USP of this company. The problem evaluated to such a critical level that the company had to recall and most 9 million cars worldwide. Obviously, this lead to significant lowering of the brand value of the company, and drop in sales. John Sullivan (2010) attributes such failure of Toyoter to poor HRM function of the company. Sullivan added that while hull design flow contributed to this catastrophe, the root course of the problem was human error. Human error at times caused for factors which could be beyond the control of employees. It cascades for the actions of the senior management. People at operations level may have inadequate and poor job training.

Toyota's poor HR practices, which Sullivan classified under eight categories, attributed to such mechanical failure, causing recalling of their supplies. Such HR practices are, rewards and recognition, training, hiring, performance management process, corporate culture, leadership development and succession, retention and risk assessment. In all there HR practices, the company failed to integrate with business goals. Moreover, HR decisions were not backed with data, rather it were in accordance with existing system and standards hence systemic failure of management contributed to quality problems and subsequent recalling of cars, resulting several, Billion – dollar loss to the company. It clearly indicates company lacked data-driven HR decisions.

37. 31. Identify the major problems of the company

5 pc

38. 32. Do you think HR managers failed to foresee quality problems?

5 pc

39. 33. Do you think Toyota could make a difference with HR analytics?

5 pc

40. 34. If yes, substantiate your answer?

5 pc

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