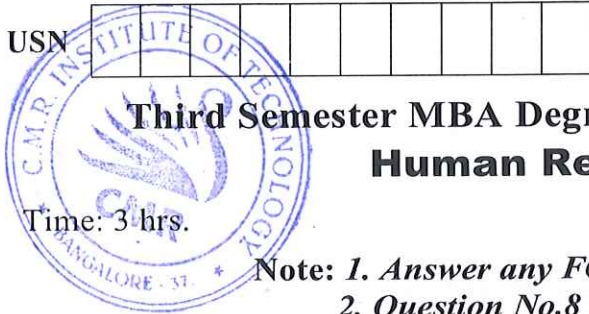


CBCS SCHEME

18MBAHR302

USN



Third Semester MBA Degree Examination, Dec.2019/Jan.2020 Human Resource Analytics

Time: 3 hrs.

Max. Marks: 100

**Note: 1. Answer any FOUR full questions from Q1 to Q7.
2. Question No.8 is compulsory.**

- 1 a. What is meant by HR analytics? What are the different levels of measurement in HR analytics? (03 Marks)
b. What is the difference between descriptive, predictive and prescriptive analytics? (07 Marks)
c. What is meant by lean HR? What are the principle of lean management and its approach in problem solving? (10 Marks)
- 2 a. What are the benefits of HR analytics? (03 Marks)
b. "HR analytics is the third wave for HR value creation". Elaborate. (07 Marks)
c. Explain LAMP framework with a neat diagram. (10 Marks)
- 3 a. What is HR metrics? Elaborate with the help of an example. (03 Marks)
b. What is HCM : 21 model? How is it useful in HR analytics? (07 Marks)
c. What is HR value chain? Explain the components of HR value chain with an example. (10 Marks)
- 4 a. Define HR metrics. (03 Marks)
b. Key performance indicators (KPI's) are a type of performance measurement, explain. (07 Marks)
c. What are the challenges in gathering data and how to obtain them? (10 Marks)
- 5 a. What are typical data sources in HR analytics? (03 Marks)
b. What is data cleaning? Explain with the help of an example. (07 Marks)
c. What is a questionnaire? What are the techniques for establishing questions? (10 Marks)
- 6 a. Differentiate between categorical data and continuous data with the help of an example. (03 Marks)
b. How to measure ROI in training and development? Elaborate with an example. (07 Marks)
c. Detail the different statistical tools available in the market for HR analytics and data visualization. (10 Marks)
- 7 a. What is meant by a HR ScoreCard? Where is it used? (03 Marks)
b. What are the ethical issues in data measurement and evaluation? (07 Marks)
c. Explain the steps in creating a HR ScoreCard. (10 Marks)
- 8 A company named xyz employs at any given point of time around 3000 employees. However, every year, around 25% of its employees leave the company. Since the attrition level is too high, the management appoints you as HR Analyst and wants to use predictive modeling to bring it down.
a. What is your approach to help the company to identify the current employees that are very likely to leave? (05 Marks)
b. What is meant by causation? How to use here? (05 Marks)
c. What is meant by regression? How can it be used here? (05 Marks)
d. What are your recommendations for company to decrease attrition level? (05 Marks)

* * * * *

11 JAN 2020

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.

