

CBCS SCHEME

20MBAHR304



Third Semester MBA Degree Examination, July/August 2022 Human Resource Analytics

Max. Marks: 100

Note: 1. Answer any **FOUR** full questions from Q.No.1 to 7.
2. Q.No. 8 is compulsory.

- 1 a. Explain the Timeline of Evolution of Business Analytics. (03 Marks)
b. What are different levels of HR Analytics? (07 Marks)
c. Explain the importance of factor analysis and cluster analysis in HR analytics. (10 Marks)
- 2 a. What is the motivation for studying Business Analytics? (03 Marks)
b. Explain the advantages of free open source software over closed software. (07 Marks)
c. Explain the situations in which one-sample, paired sample and independent sample T-Test will be conducted in HR analytics. (10 Marks)
- 3 a. Explain the advantages of Business Analytics. (03 Marks)
b. Write short notes on staffing metrics and Training and Development metrics. (07 Marks)
c. Explain the steps to be followed to conduct correlation and simple linear regression analysis in R commander and PSPP software. (10 Marks)
- 4 a. Define HR Analytics. (03 Marks)
b. Explain the challenges of Business Analytics. (07 Marks)
c. Explain important excel formulas-vlookup, Index, SumIf, Averagelf, Countlf. (10 Marks)
- 5 a. Define HR metrics and its classification. (03 Marks)
b. Explain the purpose of correlation and regression analysis. (07 Marks)
c. Explain the steps involved in conducting one-way ANOVA in PSPP and R commander. (10 Marks)
- 6 a. What are Interactive Dash boards? (03 Marks)
b. Explain the steps to analyze the output of ANOVA. (07 Marks)
c. What are the steps involved in conducting HR Analytics? (10 Marks)
- 7 a. What is hypothesis and its types? (03 Marks)
b. Explain the situations in which logistic regression is useful and its assumptions. (07 Marks)
c. What are the competencies required to the manager to manage business analytics project? (10 Marks)

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.

CASE STUDY

- 8 Toyota today is riddled with quality problems. Quality was once the pride USP of this company. The problem reached to such a critical level that the company had to recall almost 9 million cars world wide obviously, this led to significant lowering of the brand value of the company and drop in sales. The failure of Toyota has been attributed as poor HRM function of the company. Further it was mentioned the root cause 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 action of the senior management, people at operations level may have inadequate information and poor job training. Toyota's poor HR practices are categorized in rewards and recognition, training, hiring, performance management process, corporate culture, leadership development and succession, retention and risk assessment. In all these HR practices, company failed to integrate with the business goals. Moreover, HR decisions were not backed with data, rather it were in accordance with the existing systems and standards. Hence, systemic failure of management contributed to quality problems and subsequent recalling of cars, resulting several million dollar loss to the company.

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Questions:

- a. Explain the problems faced by Toyota company, from your perspective. Suggest the solution to the company to get rid of the problem. (10 Marks)
- b. In the context of this case study, how HR analytics could help the company to mitigate its losses. Suggest the set of HR-metrics to be considered by the management to improve the efficiency of Company's HR practices. (10 Marks)

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