20MBAHR304

USN

Third Semester MBA Degree Examination, Jan./Feb. 2023
Human Resource Analytics

Time: 3 hrs.   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 terms Data, Information and Database.	(03 Marks)
	b.	Define Business Analytics. Explain the motivation for studying Business Analytics.	(07 Marks)
	c.	Explain the challenges to Business Analysts.	(10 Marks)
2	a.	What do you mean by HR Analytics? Explain with example.	(03 Marks)
	b.	Explain the scope of big data in HR analytics.	(07 Marks)
	c.	Explain the six-step process of implementing HR analytics.	(10 Marks)
3	a.	How to make the best use of Business Analytics?	(03 Marks)
	b.	Write a note on Evolution of HR Analytics.	(07 Marks)
	c.	Explain the functions helps to create Dashboards.	(10 Marks)
4	a.	What do you mean by story boarding?	(03 Marks)
	b.	What is HR Metrics? Explain the training and development Metrics.	(07 Marks)
	c.	Write a note on VLOOKUP, INDEX, SUMIF, AVERAGEIF and COUNTIF.	(10 Marks)
5	a.	What do you mean by correlation analysis?	(03 Marks)
	b.	Explain the steps in conducting simple linear regression analysis in PSPP.	(07 Marks)
	c.	Explain the advantages of free OSS Over closed software.	(10 Marks)
6	a.	What do you mean by one sample T-Test? List its assumptions.	(03 Marks)
	b.	Explain the steps in conducting paired – samples T-Test in R commander.	(07 Marks)
	c.	How to conduct independent one-way ANOVA in PSPP?	(10 Marks)
7	a.	What are the uses of factor analysis?	(03 Marks)
	b.	Explain the steps in conducting cluster analysis in rattle.	(07 Marks)
	c.	Explain the output of logistic regression analysis.	(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.

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CASE STUDY (Compulsory)
Creating a Data-driven culture

One of the leading clothing retailers of India went through the difficult journey of creating data based analytics-driven culture for their HR business partners across their different brands. The firm created its internal workforce analytics team to identify the gap in the existing systems and then propose some actionable insights.

The team came up with the some of the observations. The first challenge that the team had to tackle was the unstructured and non-standardized nature of data that was being collected till date at different brand divisions. Metrics used to measure key performance indicators were not in sync and therefore, difficult to compare when the data was to be merged. The majority of the HR business partners did not have any idea that they were provided access to workforce analytics platforms such as Tableau and R. Many HR partners were skeptical about the amount of support they might get from the top management and therefore, were not whole-heartedly trying to embrace the analytics-driven culture. The analysts felt that they were seldom given the scope to generate insights from the data and that their roles were restricted to only generating data-driven reports which were seldom used for actionable insight.

Questions:
a. Analyze the above case and list out the problems that a firm faced in implementing data-driven culture. **(10 Marks)**
b. Provide your valuable recommendations for the firm to implement data driven culture in the organization. **(10 Marks)**

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