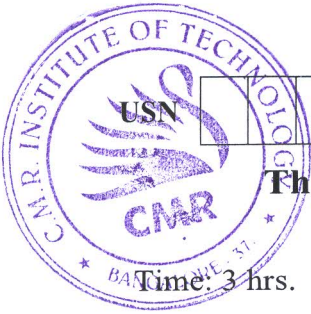20MBAHR304

Third Semester MBA Degree Examination, June/July 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.
3. Use of calculator is permitted.

1	a.	What is Business Analytics?	(03 Marks)
	b.	Explain the motivation for studying Business Analytics.	(07 Marks)
	c.	Discuss in detail the process of conducting HR Analytics.	(10 Marks)
2	a.	Define HR Analytics.	(03 Marks)
	b.	Elaborate the pitfalls of HR analytics.	(07 Marks)
	c.	Analyze the challenges of business analysts.	(10 Marks)
3	a.	What is Big data?	(03 Marks)
	b.	Discuss the types of HR metrics with examples.	(07 Marks)
	c.	Explain the levels of HR analytics with the help of a neat diagram.	(10 Marks)
4	a.	Examine "Name Range" and its use.	(03 Marks)
	b.	Elaborate the scope of text analytics in HR analytics.	(07 Marks)
	c.	Discuss the applications of analytics in different domains of business.	(10 Marks)
5	a.	Explain null and alternate hypotheses.	(03 Marks)
	b.	Discuss one-sample T-test and its assumptions.	(07 Marks)
	c.	Write short notes on staffing metrics and training and development metrics.	(10 Marks)
6	a.	Enumerate the assumptions of regression analysis.	(03 Marks)
	b.	Explain the benefits of R commander over close software.	(07 Marks)
	c.	Explain the functions which help to create dashboards.	(10 Marks)
7	a.	Define HR dashboard.	(03 Marks)
	b.	Explain the competencies needed for managing a business analytics project.	(07 Marks)
	c.	Elaborate the HR metrics or measures specified by Talent Development Reporting Principles (TDRP) and Chartered Institute of Personnel and Development (CIPD).	(10 Marks)

8   **CASE STUDY (Compulsory)**

The company was a large Dutch FMCG retailer that used people analytics to analyze the effects of training. The analyst found that training shop personnel had a positive impact on the shop's financial performance. This was measured through training and development metrics. In the first year alone, the ROI of their training program was 400%.

Questions:

a. Identify the various training and development metrics that need to be analysed to measure the success of training program. **(10 Marks)**

b. Discuss the role of HR analytics in determining the performance of an organization. **(10 Marks)**

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