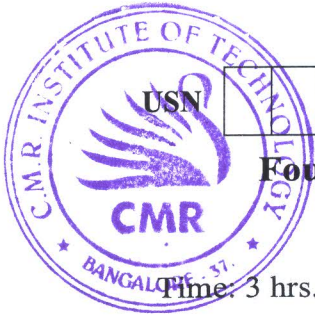


CBCS SCHEME



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22MBABA404

Fourth Semester MBA Degree Examination, June/July 2024 HR Analytics

Time: 3 hrs.

Max. Marks: 100

- Note: 1. Answer any FOUR full questions from Q1 to Q7.
2. Question No.8 is compulsory.
3. M : Marks , L: Bloom's level , C: Course outcomes.*

			M	L	CO
Q.1	a.	Define HR Analytics.	03	L1	CO1
	b.	Elucidate the predominant roles of HR using analytics.	07	L2	CO3
	c.	Explain the role of HR analytics in understanding and optimizing the organizational system.	10	L5	CO2
Q.2	a.	Explain HR Metrics.	03	L2	CO3
	b.	Distinguish between HR scorecards and workforce scorecards.	07	L4	CO4
	c.	Explain the main components of the HCM : 21 framework and how do they support HR decision-making?	10	L5	CO4
Q.3	a.	Describe KPI (Key Performance Indicators).	03	L1	CO3
	b.	Define Analytics and how is it applied in the HR context.	07	L1	CO2
	c.	Explain the keys steps involved in conducting predictive analytics with HR.	10	L5	CO3
Q.4	a.	Define data cleaning.	03	L1	CO3
	b.	Illustrate the most common data issues faced in HR analytics such as data quality or availability.	07	L2	CO3
	c.	Explain the key considerations when formulating questions for HR analytics to ensure they align with business objectives.	10	L5	CO3
Q.5	a.	List any five statistical software used for HR analytics.	03	L1	CO3
	b.	What ethical considerations should be taken into account when measuring and evaluating HR data?	07	L5	CO4
	c.	Analyze strength and limitations of using MS-Excel for HR analytics.	10	L4	CO3
Q.6	a.	Write short notes on Employee turnover.	03	L1	CO4
	b.	Explain the best practices for implementing an HR scorecard in organization.	07	L2	CO4
	c.	Explain with examples how HR analytics has led to financial improvements in a company.	10	L5	CO4
Q.7	a.	Define Talentship.	03	L1	CO3
	b.	Elucidate the advantages and disadvantages of using benchmarking in HR practices.	07	L2	CO4
	c.	Explain the key benefits of integrating analytics into HR practices.	10	L5	CO3

Q.8	<p>CASE STUDY</p> <p>Company Overview :</p> <p>ABC corporation is a mid-sized technology company specializing in software development, with a workforce of 300 employees, the company is focused on achieving growth through innovating and customer satisfaction. The HR department is responsible for ensuring that employees are aligned with the company's strategic objective. Recently, the HR team implemented an HR scorecard to measure and analyze employee performance. This scorecard links employee performance to the company's strategic goals, such as productivity, innovation and customer satisfaction.</p> <p>HR Scorecard Implementation :</p> <p>The HR scorecard at ABC corporation includes the following :</p> <p>Key Performance Indicators [KPIs] :</p> <ul style="list-style-type: none"> i) Productivity Rate : Measures the output of employees in relation to the hours worked. ii) Innovation Index : Assess the number of new ideas generated by employees and the implementation rate of those ideas. iii) Customer Satisfaction Scores : Evaluates how well employees meet customer expectations based on feedback. iv) Employee Engagement Levels : Assesses employee motivation, commitment and satisfaction within the company. <p>Scenario :</p> <p>After one year of using the HR scorecard, the HR department has collected data and is analyzing employee performance. They have noticed that while productivity has increased, the innovation index has remained stagnant, and customer satisfaction scores have slightly declined. Employee engagement levels however, have improved.</p> <p>Questions :</p>			
a.	What could be the potential reasons for the stagnation in the innovation index despite the increase in productivity?	10	L4	CO4
b.	How can the HR department address the decline in customer satisfaction scores?	5	L2	CO4
c.	What strategies can be employed to sustain the improvement in employee engagement levels?	5	L4	CO4

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