

Sub: HR Analytics

Code: 22MBHR404

Date: _____ Duration: 90mins Max Marks: 50 Sem: I

Branch: MBA

Note: Part A - Answer Any Two Full Questions (20*02=40 Marks)

Part B - Compulsory (01*10= 10marks)

| Part | Question # | Description | Marks Distribution | Max Marks |
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| A | 1 | a) Define HR Analytics | HR analytics, also known as people analytics or workforce analytics, is the process of collecting, analyzing, and using human resources data to improve business outcomes and employee effectiveness. | 3 |
| | | b) Elucidate the Predominate roles of HR using Analytics | HR analytics involves 1. Collecting, analyzing, and reporting data. 2. Identifying trends and predicting outcomes 3. Developing strategies. 4. Improving decision-making 5. Measuring the success of training 6. Creating learning and development programs | 7 |
| | | c) Explain the Role of HR analytics in understanding and Optimizing the organizational System | Role of HR analytics: 1. Plan for future needs 2. Improve productivity 3. Reduce attrition 4. Improve recruitment 5. Enhance employee engagement 6. Understand human capital risk 7. Measure employee success | 10 |
| | 2 | a) Explain the HR Metrics | HR metrics, or human resource metrics, are data points that allow you to track various human resources and recruitment activities, such as retention, compensation, performance, time-to-hire, and more. | 3 |
| | | b) Distinguish between HR scorecards & workforce | HR scorecards often use the four perspectives of the Balanced Scorecard: financial, customer, internal processes, and learning and growth. Measures the performance of the workforce, | 7 |

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| | | | Scorecard | including how well employees are carrying out internal initiatives and how those initiatives align with the company's goals. | | |
| | | c) | Explain the main components of the HCM:21 Framework and how do they support HR decisions- making | Human Capital Management (HCM) has several components, including. 1.Talent management 2.Workforce management 3.Recruitment and onboarding 4.Onboarding and training 5.Performance management 6.Communication 7.Workforce planning | 10 | |
| | 3 | a) | Describe KPI (Key Performance indicators) | A key performance indicator (KPI) is a quantifiable metric that measures an organization's progress towards its goals. | 3 | 20 M |
| | | b) | Define Analytics and how is it applied in the HR contex | Here are some ways HR analytics can be applied: Identify trends and patterns: HR analytics can help identify patterns, trends, and correlations within workforce data. Make informed decisions: HR analytics can provide an objective source of truth for important decisions that may have been based on gut instincts or unconscious bias. Improve employee experience: HR analytics can help create better employee experiences. Improve workforce processes: HR analytics can help improve workforce processes. Predict future outcomes: HR analytics can be used to forecast various talent management outcomes, such as who will quit. | 7 | |
| | | c) | Explain the keys steps involved in conducting predictive analytics with HR | The key steps in conducting predictive analytics with HR include: 1.Defining requirements 2.Exploring data 3.Developing a model 4.Deploying the model 5.Validating the results | 10 | |
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| | 4 | A) | Define data cleaning | <p>Data cleaning refers to the process of identifying and correcting or removing errors, inconsistencies, and inaccuracies in a dataset to improve its quality and ensure that it is accurate, complete, and useful for analysis or decision-making.</p> <ol style="list-style-type: none"> 1. Handling Missing Data: 2. Removing Duplicates: 3. Correcting Errors: 4. Standardizing Formats: 5. Outlier Detection: 6. Data Transformation: | 10 | 10 M |
| | | B | Illustrate the most common data issue faced in HR analytics such as data quality or Availability | <ol style="list-style-type: none"> 1. Data Quality: Inaccurate or inconsistent data can skew HR analysis, leading to unreliable insights for decision-making. 2. Data Availability: Limited or incomplete data, often due to poor integration across systems, hampers comprehensive analysis. 3. Data Integrity: Missing or outdated employee records compromise the accuracy of trends and forecasts. 4. Data Security: Ensuring the protection of sensitive employee data can restrict data access and hinder analysis. 5. Data Consistency: Discrepancies across departments or systems can create conflicts in reported HR metrics and undermine conclusions. | | |
| | | C | Explain the key consideration when formulation questions for HRA to ensure they align with business objectives. | <p>When formulating questions for a Human Resource Assessment (HRA), it's essential to ensure they align with business objectives. Here are the key considerations to achieve that alignment:</p> <ol style="list-style-type: none"> 1. Understand Business Goals and Strategy:. 2. Focus on Relevant Competencies: 3. Performance and Productivity | | |

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| | | | | Metrics: 4. Cultural Fit and Employee Engagement: 5. Future Business Needs: 6. Data-Driven Insights: 7. Legal and Ethical Considerations: | | |
| | 5 | A | List any Five Statistical software used for HR Analytics | Here are five statistical software tools commonly used for HR Analytics: 1. R: 2. SAS: 3. SPSS: 4. Tableau: 5. Microsoft Power BI: | | |
| | | B | What ethical considerations should be taken into account when measuring and evaluating HR data | . Here are some key ethical considerations: 1. Privacy and Confidentiality <ul style="list-style-type: none"> • Data Protection: • Confidentiality: 2. Informed Consent <ul style="list-style-type: none"> • Transparency: • Voluntary Participation: 3. Fairness and Non-Discrimination <ul style="list-style-type: none"> • Bias Prevention: • Equal Opportunity: 4. Transparency in Analytics <ul style="list-style-type: none"> • Clear Objectives: • Accountability: 5. Impact on Employee Autonomy <ul style="list-style-type: none"> • Employee Autonomy: • Empowerment: | | |

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| | | | | <p>6. Accuracy and Reliability</p> <ul style="list-style-type: none"> • Data Integrity • Ethical Data Collection Methods <p>7. Employee Rights and Protection</p> <ul style="list-style-type: none"> • Right to Access and Correction: • Right to Challenge: <p>8. Avoiding Over-Reliance on Data</p> <ul style="list-style-type: none"> • Holistic Decision-Making: • Human Element: <p>9. Long-Term Consequences</p> <ul style="list-style-type: none"> • Impact on Reputation: • Social and Psychological Impact: <p>10. Compliance with Legal and Ethical Standards</p> <ul style="list-style-type: none"> • Legal Requirements: • Ethical Guidelines: • Conclusion <p>Ethical considerations in HR data collection and evaluation involve respecting privacy, ensuring fairness, and being transparent in the use of data. Organizations must handle data responsibly to avoid harm, promote fairness, and support the well-being of employees while complying with legal standards.</p> | | |
| | | C | Analyze strength & Limitations of using MS- excel for HR Analytics | Using Microsoft Excel for HR Analytics offers both significant strengths and certain limitations. Below is a breakdown of the key strengths and limitations: | | |

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| | | | | <p>Strengths of Using MS Excel for HR Analytics:</p> <ol style="list-style-type: none"> 1. Familiarity and Accessibility: <ul style="list-style-type: none"> ○ Widespread Use: ○ Cost-Effective: 2. Flexibility and Versatility: <ul style="list-style-type: none"> ○ Customizable: ○ Integration: 3. Data Handling: <ul style="list-style-type: none"> ○ Data Organization: ○ Data Analysis Tools: 4. Ease of Reporting and Visualization: <ul style="list-style-type: none"> ○ Graphical Representation: ○ Dashboards: 5. Automation and Efficiency: <ul style="list-style-type: none"> ○ Macros and VBA: | | |
| | 6 | A | Write short notes on Employee turnover | <p>Employee Turnover: Key Points</p> <ol style="list-style-type: none"> 1. Definition: Employee turnover refers to the rate at which employees leave an organization and are replaced by new hires. 2. Types: <ul style="list-style-type: none"> ○ Voluntary Turnover: ○ Involuntary Turnover:. 3. Causes: <ul style="list-style-type: none"> ○ Job dissatisfaction ○ Better job offers ○ Management issues ○ Work-life imbalance ○ Personal reasons 4. Impact: <ul style="list-style-type: none"> ○ Costs: ○ Productivity loss: ○ Morale: 5. Turnover Rate: 6. Retention Strategies: <ul style="list-style-type: none"> ○ Competitive compensation and benefits ○ Career development opportunities | | |

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| | | B | Explain the best practices for implementing an HR scorecard in organization. | <p>HR scorecard in an organization is an effective way to align human resources activities with business strategy, measure HR performance, and ensure that HR initiatives contribute to organizational success.</p> <p>Align the Scorecard with Organizational Strategy</p> <p>Define Clear and Relevant Metrics</p> <p>Involve Key Stakeholders</p> | | |
| | | C | Explain with examples how HRA has led to financial Improvements in company | <p>Human Resource Accounting (HRA) refers to the process of measuring, evaluating, and reporting the value of a company's human resources (employees).</p> <p>Improved Decision-Making and Strategic Planning</p> <p>Increased Employee Retention</p> <p>Better Compensation and Benefits Strategy</p> | | |
| | 7 | A | Define Talent ship | A Talent Ship refers to the concept of managing and nurturing an organization's human resources, where "talent" is the valuable skill, expertise, and potential of individuals, and "ship" symbolizes the journey or process of guiding, developing, and retaining that talent. | | |
| | | B | Elucidate the advantages and disadvantages of using benchmarking in HR Practices | <p>Benchmarking in HR Practices involves comparing an organization's HR policies, processes, and performance with those of other organizations (often considered leaders in the industry) to identify best practices, set standards, and improve overall HR effectiveness.</p> <p>Improved Best Practices; Performance Improvement: Informed Decision-Making</p> | | |

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| | | C | <p>Explain key benefits of integrating analytics into HR practices.</p> | <p>Integrating analytics into HR practices provides several key benefits that can significantly enhance decision-making, improve organizational efficiency, and support strategic goals.</p> <p>Improved Recruitment and Talent Acquisition</p> <p>Enhanced Employee Retention and Engagement</p> <p>Increased Productivity and Performance</p> | | |
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