PAPER ID-420458

Subject Code: KMBNHR03

Roll No: | | | | | | | | | | | | | |

MBA
(SEM IV) THEORY EXAMINATION 2021-22
HR ANALYTICS

Time: 3 Hours **Total Marks: 100**

Note: Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt *all* questions in brief. **2x10 = 20**

a.	Discuss the need and importance of HR Analytics in strategic HR decision making.	2	CO1
b.	Explain HR Analytics in brief and its application in Human Resource Planning.	2	CO1
c.	How does HR Analytics help in staffing function?	2	CO2
d.	How can DDDM (Data-Driven Decision making) in HR give a sustainable competitive advantage to an organisation?	2	CO2
e.	Differentiate descriptive, predictive and prescriptive analytics with a suitable example.	2	CO3
f.	What is the HR Scorecard? Why do modern organisations rely on the HR scorecard for decision making?	2	CO3
g.	Evidence-based HRM is the order of the day, give suitable examples to support the statements.	2	CO4
h.	Employee training involves a lot of costs, how can HR analytics help in this regard?	2	CO4
i.	Performance Appraisal is one of the crucial functions of the HR department and must be done in alignment with present data records. Comment on it.	2	CO5
j.	What functions of MS Excel are used to prepare and clean the data?	2	CO5

SECTION B

2. Attempt any *three* of the following: **10x3 = 30**

a.	What do you mean by visual analytics? How does it influence data characteristics and predict the likely future?	10	CO1
b.	Explain the phases of HR analytics with appropriate examples for each phase in detail.	10	CO2
c.	Write the steps for HR Data Collection. Also, explain the ethics involved in the data collection process.	10	CO3
d.	Examine the use of statistics and statistical modelling for an HR decision making process. Give a suitable example.	10	CO4
e.	HR Analytics has changed the role of HR managers in the present era. What factors must organisations keep in mind while hiring HR managers these days?	10	CO5

SECTION C

3. Attempt any *one* of the following: **10x1 = 10**

a.	Write short notes on the following. 1. LAMP (Analytics Framework) 2. Workforce Information System	10	CO1
b.	HR functions need to be managed strategically and must be supported by sound data. Comment on it.	10	CO1

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4. Attempt any *one* of the following: 10x1 = 10

a.	Differentiate between analytics and reporting. Is Analytics the same as Dashboarding?	10	CO2
b.	Provide in detail the roles and responsibilities of an HR Analyst.	10	CO2

5. Attempt any *one* of the following: 10x1 = 10

a.	Consider 2-3 common HR challenges and present the conceptual model for the identified research problems.	10	CO3
b.	What is meant by HR dashboards? Also, elaborate on the steps for creating a basic Dashboard.	10	CO3

6. Attempt any *one* of the following: 10x1 = 10

a.	What does data management mean? Can excel be utilized for data preparation and analysis?	10	CO4
b.	How to measure ROI for the Training function? Support your answer with a suitable example.	10	CO4

7. Attempt any *one* of the following: 10x1 = 10

a.	Explain the function VLOOKUP in excel. Why is it considered an important function for data extraction?	10	CO5
b.	Recruitment Analytics uncover meaningful patterns of sourcing, selecting and hiring candidates, elaborate three levels of analytics to optimize staffing function.	10	CO5

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