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Reg. No. :

Code No. : 7680

Sub. Code : ZBAE 46

M.B.A. (CBCS) DEGREE EXAMINATION,
APRIL 2023.

Fourth Semester

Business Administration

Elective – HUMAN RESOURCE ANALYTICS

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. HR Analytics is also known as

- (a) Talent analytics
- (b) People analytics
- (c) Workforce analytics
- (d) All of the above

2. Which of the following is not a principal outcome of HR analytics?

- (a) Generating revenue
- (b) Mitigating risks
- (c) Minimizing expenses
- (d) Getting income

3. The number of employees who left the company during a specified time period when divided by the total number of employees that were there at the start of the time period gives

- (a) Employee Churn Rate
- (b) Employee Turnover Rate
- (c) Both (a) and (b)
- (d) None of the above

4. When planning for employee requirements, what must be forecasted?

- (a) Sales desired
- (b) Production scheduled
- (c) Inventory
- (d) Personnel needs

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5. Once a firm has a pool of applicants, the first step in pre-screening is the
- (a) In-person interview
 - (b) On-site visit
 - (c) Application form
 - (d) Telephone interview
6. Which of the following is a type of measure for assessing HR performance drivers like employee motivation?
- (a) Proportion of merit pay determined by formal performance appraisal
 - (b) Percentage of employees eligible for annual merit plan
 - (c) Percentage of retention of high performing employees
 - (d) Percentage of job filled from within
7. Why are employers interested in employee engagement?
- (a) To encourage employees to trust their managers
 - (b) To make a quick profit
 - (c) To make employees work harder for less
 - (d) Because engaged employees are more motivated and prepared to give their best to make the firm succeed

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8. Which of the following comprise the compensation function of HRM?
- (a) Job evaluation
 - (b) Wage and salary Administration
 - (c) Bonus
 - (d) All of the above
9. The basic nature of the scorecard helps fight against measurement systems getting too
- (a) Heterogeneous
 - (b) Standardized
 - (c) Assorted
 - (d) Long
10. Predictive analytics relies on capturing relationships between explanatory variables and the _____
- (a) Predicted variables
 - (b) Descriptive variables
 - (c) Prescriptive variables
 - (d) All of the above

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PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 250 words.

11. (a) What is business intelligence?

Or

- (b) What does data management mean?

12. (a) What do you mean by Human Resource Planning?

Or

- (b) What are the various Steps in HR planning process?

13. (a) What is behavioral assessment for recruitment?

Or

- (b) What does KPI mean in recruitment?

14. (a) What is the role of compensation in performance management?

Or

- (b) What is meant by Training needs analysis?

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15. (a) What is HR scorecard?

Or

- (b) What is the difference between HR scorecard and HR analytics?

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 600 words.

16. (a) What are the common metrics on the basis of which HR analytics measures data?

Or

- (b) How do we visualize data?

17. (a) What are quantitative and qualitative dimensions in human resources planning?

Or

- (b) What is HR demand forecasting, and why is it important?

18. (a) Briefly explain about Business intelligence.

Or

- (b) What are the key drivers of performance management? How to identify them?

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19. (a) What are the various Training Needs Analysis Methods and Process?

Or

(b) How technology streamlines HR analytics tools?

20. (a) How is Predictive Analytics used in HR?

Or

(b) What is causality in data analytics? What is the difference between causality and prediction?

