(6 pages)

Reg. No. : ....

Code No. : 7680   Sub. Code : ZBAE 46

M.B.A. (CBCS) DEGREE EXAMINATION,
APRIL 2024.

Fourth Semester

Business Administration

Elective — HUMAN RESOURCE ANALYTICS

(For those who joined in July 2021-2022)

Time : Three hours   Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL the questions.

Choose the correct answer :

1. Which of the following is a key metric of HR Analytics?

    (a) Voluntary turnover rate

    (b) Revenue per employee

    (c) Offer acceptance rate

    (d) All of the above

2. Which type of analytics gain insight from historical data with reporting, scorecards, clustering etc.?

    (a) Decisive

    (b) Descriptive

    (c) Predictive

    (d) Prescriptive

3. What is the need for Human Resource Planning?

    (a) For undergoing an effective employee development program

    (b) To represent a base for recruitment

    (c) To represent a base for selection policy

    (d) All of the above

4. _____ deals with category/specific types of employees who are at high flight risk.

    (a) Competency Acquisition Analytics

    (b) Retention Risk Analytics

    (c) Capability Analytics

    (d) Capacity Analytics

5. Which of the following is not a type of measure used to assess HR performance drivers such as employee motivation and morale?

   (a) Employee attitude surveys

   (b) Employee turnover

   (c) Number of qualified applicants per position

   (d) Customer complaints

6. Compensation is a systematic approach to providing monetary value to employees in exchange for _____.

   (a) Skills   (b) Knowledge

   (c) Work performed   (d) Damages held

7. _____ is the process of imparting or increasing knowledge or skill of an employee to do a particular job.

   (a) Training   (b) Development

   (c) Motivation   (d) Leadership

8. The Balanced score card is to the company as _____ score card is to the HR

   (a) Corporate   (b) Competitive

   (c) HR   (d) Functional

9. Amongst which of the following is/are the types of predictive analytics techniques

   (a) Predictive models   (b) Descriptive models

   (c) Decision models   (d) All of the above

10. How often HR planning process is implemented within an organization?

   (a) Continuously   (b) Annually

   (c) Semi-annually   (d) Monthly

PART B — (5 × 5 = 25 marks)

Answer ALL the questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) What is HR Analytics?

Or

   (b) What benefits do the data collected through HR Analytics offer the organization?

12. (a) What is the labour market Behaviour?

Or

   (b) What are the various steps in HR demand forecasting?

13. (a) What does KPI mean in recruitment?

Or

(b) What is meant by sorting applications in personnel selection?

14. (a) What are the components of training needs assessment?

Or

(b) Is compensation management the same as performance management?

15. (a) What is workforce scorecard?

Or

(b) What are the components of HR scorecard?

PART C — (5 × 8 = 40 marks)

Answer ALL the questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) What is the difference between Business Intelligence and Business Analytics?

Or

(b) What does HR analytics measure?

17. (a) What data is required for HR demand forecasting?

Or

(b) What is Employee Turnover and how to reduce it?

18. (a) What will be in the Third Wave HR that is not in the Traditional HR?

Or

(b) Explain the methods of data visualization.

19. (a) What is a probability distribution practices for? What is the commonly used continuous probability distribution?

Or

(b) Explain the classification of Training needs.

20. (a) Explain the benefits and challenges of predictive HR analytics.

Or

(b) What is diagnostic analytics in HR? Give some examples of diagnostic analytics in action. How correlation and causation analytics differ from each other?

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