NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA

SEM: III - THEORY EXAMINATION (2021 - 2022)

Subject: HR Analytics

Time: 03:00 Hours   Max. Marks: 100

General Instructions:

1. All questions are compulsory. It comprises of three Sections A, B and C.

- Section A - Question No- 1 is objective type question carrying 1 mark each & Question No- 2 is very short type questions carrying 2 marks each.
- Section B - Question No- 3 is Long answer type - I questions carrying 6 marks each.
- Section C - Question No- 4 to 8 are Long answer type - II questions carrying 10 marks each.
- No sheet should be left blank. Any written material after a Blank sheet will not be evaluated/checked.

<div align="center">SECTION A   20</div>

1. Attempt all parts:-

1-a.   Which of the following is a key metric of HR Analytics? (CO1)   1

         1. Offer acceptance rate

         2. Revenue per employee

         3. All of these

         4. Voluntary turnover rate

1-b.   Relationships section of job description defines who would you: (CO1)   1

         1. Supervise

         2. Report to

         3. Work with

         4. All of the above

1-c.   Time to hire metrics is the number of days between (CO2)   1

         1. Candidate joining company after interview

         2. Position opening up and a candidate signing the job contract

         3. Advertisement and interview

         4. All the above

1-d.   Benefits that are required by law to provide to all employees are called (CO2)   1

         1. Medical Benefits

         2. Direct Benefits

         3. Indirect Benefits

         4. Statutory Benefits

1-e.   Point out the correct statement. (CO3)   1

       1. Nearly 80% of data analysis is spent on wrangling data

       2. Nearly 20% of data analysis is spent on data dredging

       3. Nearly 80% of data analysis is spent on the cleaning and preparing data

       4. None of the mentioned

1-f.   Which of the following is the most important language for Data Science? (CO3)   1

       1. Java

       2. Ruby

       3. R

       4. None of the mentioned

1-g.   Which of the following is the process of analyzing how well an organization acquires and hence retains talent? (CO4)   1

       1. Competency Acquisition Analytics

       2. Recruitment Channel Analytics

       3. Capability Analytics

       4. Capacity Analytics

1-h.   All of the following are sources of data for Recruitment Channel Analytics, except: (CO4)   1

       1. Surveys

       2. Post-Training Assessment

       3. Glassdoor.com

       4. Entry Interviews

1-i.   The performance of human resource departments is evaluated based on _____. (CO5)   1

       1. measurable evidence of efficiency

       2. measurable evidence of effectiveness

       3. anecdotal evidence

       4. both a and b

1-j.   What term refers to the knowledge, education, training, skills, and expertise of a firm's workers? (CO5)   1

       1. human resources

       2. human capital

       3. intangible assets

       4. knowledge assets

2. Attempt all parts:-

2-a.   Define HR Analytics. (CO1)   2

2-b.   Define Benchmarking. (CO2)   2

2-c.   Explain Compensation Cost for On-boarding. (CO3)   2

2-d.   Expand the term ATS and define it. (CO4)   2

| 2-e. | Differentiate between evaluation and monitoring. (CO5) | 2 |

<div align="center">SECTION B   30</div>

3. Answer any <u>five</u> of the following:-

3-a.	Classify Data Sources for HR Analytics. (CO1)	6
3-b.	Mention any Five HR Metrics and explain how they are calculated. (CO1)	6
3-c.	Mention a few benefits of using the Workforce Scorecard. (CO2)	6
3-d.	Differentiate Internal and External Benchmarking. (CO2)	6
3-e.	Identify any five specific ratios related to recruitment and explain its computation. (CO3)	6
3-f.	Explain Workforce segmentation and the AWS Model for Segmentation. (CO4)	6
3-g.	Define the five stages for selecting an evaluation method. (CO5)	6

<div align="center">SECTION C   50</div>

4. Answer any <u>one</u> of the following:-

| 4-a. | Discuss the Practical Applications of HR Analytics in an organisation. (CO1) | 10 |
| 4-b. | Describe the HR analytics Value Chain in detail. (CO1) | 10 |

5. Answer any <u>one</u> of the following:-

| 5-a. | Explain the Talent Management Maturity Model. (CO2) | 10 |
| 5-b. | Explain the five steps to create an HR scorecard. (CO2) | 10 |

6. Answer any <u>one</u> of the following:-

| 6-a. | List and discuss the various potential sources of data available to evaluators and the distinction between existing administrative data and survey data collected specifically to evaluate an intervention. (CO3) | 10 |
| 6-b. | List the Challenges in conducting survey for Business and the Supplementary issues to be dealt with. (CO3) | 10 |

7. Answer any <u>one</u> of the following:-

| 7-a. | Describe the Role of Performance Analytics in the Success of any Organization. (CO4) | 10 |
| 7-b. | Workforce Diversity has a major role in Succession Planning. Explain this Statement with Suitable Example. (CO4) | 10 |

8. Answer any <u>one</u> of the following:-

| 8-a. | Business as the unit of analysis in surveys: areas that make business particularly hard to survey in reference to HR Function. (CO5) | 10 |
| 8-b. | Discuss the term Monitoring and broadly explain the impact of Interventions.   (CO5) | 10 |