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**PRESIDENCY UNIVERSITY**

**Bengaluru**

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| **Ph.D. Course Work End Term Examinations – JAN-FEB 2025** |
| **Date:** 30 – 01- 2025 **Time:** 09:30 am – 12:30 pm |

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| **School:** SOC | **Program:** Ph.D. | |
| **Course Code:**  COM809 | **Course Name:** Artificial intelligence in Human Resource Management | |
| **Semester**: | **Max Marks**: 100 | **Weightage**: 50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **30** | **50** | **20** |  |  |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Answer ALL the Questions. Each question carries 10 marks. 6Q x 10M=60Marks** | | | | |
| **1** | Explain the concept of AI and its potential applications in HRM. | **10 Marks** | **Remember** | **CO1** |
| **2** | Discuss the role of AI in recruitment and talent acquisition. | **10 Marks** | **Remember** | **CO1** |
| **3** | Elaborate on the use of AI in employee onboarding and engagement. | **10 Marks** | **Remember** | **CO1** |
| **4** | Elaborate on the use of AI in employee onboarding and engagement. | **10 Marks** | **Understand** | **CO2** |
| **5** | Describe some key HR metrics related to recruitment? | **10 Marks** | **Understand** | **CO2** |
| **6** | Classify the role of technology in HR Analytics? | **10 Marks** | **Understand** | **CO2** |

**Part B**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Answer the Questions. Each question carries 20 marks 2Q x 20 = 40 Marks** | | | | | |
| **7.** | a.  b. | Generalize some common challenges in implementing HR Analytics?  Describe some key HR metrics related to recruitment? | **20 Marks** | **Understand** | **CO2** |
|  | | | | | |
| **8.** | a.  b. | Explain how organization effectively manage the change associated with AI implementation in HRM?  Develop a detailed project plan for implementing an AI-powered recruitment system. | **20 Marks** | **Understand** | **CO3** |

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