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PRESIDENCY UNIVERSITY BENGALURU

SCHOOL OF MANAGEMENT

**MAKE-UP EXAMINATION –JULY 2024**

**Semester:** Semester IV

**Course Code :** BBA3020

**Course Name :** - HR Analytics

**Program :** BBA

**Date :** 03 JULY 2024

**Time :** 9:30 AM - 12:30 PM

# Max Marks : 100

**Weightage :** 50%

# Instructions:

1. *Read all questions carefully and answer accordingly.*
2. *Question paper consists of 3 parts.*
3. *Scientific and non-programmable calculator are permitted.*
4. *Do not write any information on the question paper other than Roll Number.*

**PART - A**

**ANSWER ANY 5 QUESTIONS 5 X 2 = 10**

1. Outline the phases of HR Analytics.
2. List any 5-training metrics.
3. List any five conditional functions of excel

(CO1) [Knowledge] (CO2) [Knowledge] (CO3) [Knowledge]

1. Identify a statistical test that is applicable to understand the relationship between two or more variable of the study with an example.
2. Define T test.
3. State the usage of HR analytics reports in Performance Appraisal.

(CO4) [Knowledge] (CO5) [Knowledge]

(CO1) [Knowledge]

1. XOX Company has 255 employees onboard, company requested its employees to refer candidates for open positions in the organization. Out of 255 employees only 155 were willing to refer candidates for the job opening. Compute the net promoter score for the mentioned case.

(CO2) [Knowledge]

**PART - B**

**ANSWER ANY 5 QUESTIONS 5 X 10 = 50**

1. Companies are switching to cost saving model by focusing on identifying the processes that are proving to be cost centers and do not add value to the existing practices of the organization. Explain a HR practice that can help the company to identify redundant practice and elimate them from the functionality of the department.

(CO1) [Comprehension]

1. Company XXX has recently recruited 50 employees through external source of recruitment and is willing to understand the expenditure in hiring a candidate for the process. Company incurred an advertisement cost of Rs 57000, 170 resumes were sourced though an HR consultancy firm at Rs 37000, company got a lead for 25 candidates for which referral cost paid for per candidate was Rs 5550. As 30 of the hired candidates were from a distant place, they were paid travel allowance of Rs2500 each. Background check of the candidates was sourced through a third party for which company paid Rs 350 per candidate. Compute the overall external recruitment cost and external cost per hire.
2. Explain the challenges in locating HR Analytics in an Organization.
3. Summarize any 7 excel functions with its applicability in HR analytics.
4. Summarize the applicability of cluster analysis in HR Analytics. .
5. Describe the process of implementing HR scorecard with example.
6. Explain the concept of Factor analysis and its types.

(CO1) [Comprehension] (CO2) [Comprehension] (CO3) [Comprehension] (CO3) [Comprehension] (CO5) [Comprehension] (CO5) [Comprehension]

**PART - C**

**ANSWER ANY 2 QUESTIONS 2 X 20 = 40**

1. HR practices in the organization are based on process approach, each step of HR process calls in for investment on various aspects, hence its important to understand the contribution of each step of HR practice. Employ a HR modelling strategy that can help the organization gauge the contribution of HR practices towards organization success.

(CO1) [Application]

1. Data plays a pivot role in presenting the performance of the organization, present ability of the data in relational perspective helps the organization in better decision making. Apply the steps for preparation of HR dashboard and its benefits in decision making.

(CO3) [Application]

1. Applicability of analytics in HR process is mainly driven by the data and information in Human resources of larger volume. Having a detailed understanding about the nature of data and sourcing quality data are the core aspects of executing analytics process in the organization. Demonstrate an analytics practice that focuses on volume, velocity, variety and veracity that can help in effective execution of HR practices.

(CO5) [Application]