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PRESIDENCY UNIVERSITY BENGALURU

**SET-A**

SCHOOL OF MANAGEMENT

**END TERM EXAMINATION – MAY/JUNE 2024**

**Semester:** Semester IV - 2022

**Course Code:** BBA3020

**Course Name:** HR Analytics

**Program:** BBA

**Date :** June 12, 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. Describe the role of HR Analytics in enhancing Employee Experience with an example.

(CO1) [Knowledge]

1. XXX Company communicated 35 job offer letter for the position of marketing executives of which only 15 offer letter were accepted. Calculate offer acceptance rate for the above-mentioned case.

(CO2) [Knowledge]

1. Define Big data.
2. State the difference between correlation and regression analysis.
3. Describe the concept of HR modelling.
4. Identify the steps in Lean HR.
5. Describe Application drop off rate with an example.

(CO3) [Knowledge] (CO4) [Knowledge] (CO5) [Knowledge] (CO1) [Knowledge] (CO2) [Knowledge]

**PART - B**

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

1. Company ABC has been facing a problem of high employee attrition from last three years, the company wants to adopt a systematic approach in understanding the problem and plan the future course of action that can help in resolving attrition related issues. Summarize the phases of HR Analytics and its applicability for solving the problem faced by the company.

(CO1) [Comprehension]

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.
2. Summarize the non-value adding activities in Lean HRM.
3. Explain the benefits of using HR dashboard in organization decision making.
4. Explain any seven types of Charts used in HR dashboard.

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

(CO3) [Comprehension]

1. Summarize the elements of HR scorecard and its relationship with an example.

(CO5) [Comprehension]

1. Describe the types of T test and its applicability with an example for each type of test.

(CO5) [Comprehension]

**PART - C**

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

1. Companies practices a cyclic approach in initiating HR practice, its execution and understanding the areas of improvement to continue implementing it in future. Illustrate a HR model that is based on cyclic model and can assist the organization in understanding improvement areas in HR practices for future.

(CO1) [Application]

1. Default question text. Companies invest capital in HR practices of the company as HR functionalities form to be one of the core aspects of the organization, post investment of capital it is important for the HR department to substantiate about its contribution to the success of the organization. Employ a model that can help the HR department to substantiate its contribution to the success of the organization.

(CO3) [Application]

1. Company ABC is willing to expand its business to five new cities, but the management is interested knowing the performance of their business in the existing cities on financial, business process, internal functionality and customer satisfaction parameters. Illustrate a business model that can be applied by the company to assess its existing business performance.

(CO5) [Application]