PRESIDENCY UNIVERSITY
BENGALURU

SET-B

SCHOOL OF MANAGEMENT
END TERM EXAMINATION – MAY/JUNE 2024

Semester : Semester - 2021   **Date :** June 3, 2024
Course Code : BBB3028   **Time :** 9:30 AM - 12:30 PM
Course Name : HR Analytics   **Max Marks :** 100
Program : BBA   **Weightage :** 50%

Instructions:
(i) Read all questions carefully and answer accordingly.
(ii) Question paper consists of 3 parts.
(iii) Scientific and non-programmable calculator are permitted.
(iv) 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 Levels of HR Analytics?

(CO1) [Knowledge]

2. Tabulate Cost Per Hire?

(CO2) [Knowledge]

3. Write a short note on any two excel functions?

(CO3) [Knowledge]

4. Identify the significance of Multiple Regression Analysis?

(CO4) [Knowledge]

5. Define Business Analytics?

(CO1) [Knowledge]

6. Discuss Attrition Rate with an example?

(CO2) [Knowledge]

7. Outline the significance of Cluster analysis?

(CO4) [Knowledge]

PART - B

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

8. Summarize the benefits of HR Analytics from an organization perspective?

(CO1) [Comprehension]

9. Calculate the training cost factor, return on investment (ROI) on training, and payback period for a training program conducted by a XYZ company.

Direct costs incurred for the training program include consultation cost (CC) of Rs 30,000, training facility rent (TR) of Rs 10,000 per day for 5 days, supplies/stationery (S) costing Rs 30,000, refreshments cost (RC) of Rs 15,000 per day for 5 days, and travel and lodging (TL) expenses of Rs 1,500 per day for 7 days and Rs 2,500 per day for 5 days per attendant. The overhead of the training department/agency (OH) is Rs 20,000.

Indirect costs include the no-work salary for the internal trainer (TS) and participants (PS) during the training period. The internal trainer's salary is Rs 100 per hour for 9 hours a day for 7 days off, and participants' salary is Rs 100 per hour for 50 participants for 9 hours a day for 7 days.

The total number of participants (PT) in the training program is 50, and the training program duration is 5 days with 7 days off. Each day has 9 working hours.

(CO2) [Comprehension]

10. Creating an HR dashboard can be a valuable tool for tracking and analyzing key human resources metrics. HR dashboard supports data-driven decision-making and enhances HR performance within an organization. Describe the steps involved in creating HR dashboard.

(CO3) [Comprehension]

11. Global enterprises aimed to enhance the technical skills of its software development team efficiently. Learning curve analysis showed that peer learning and hands-on workshops were more effective than traditional online courses. By focusing on these methods, Global enterprises achieved a 40% faster skill acquisition rate and a 15% improvement in overall team performance, highlighting the benefits of practical, interactive training approaches. Recognize the importance of Learning curve analysis in global enterprises.

(CO4) [Comprehension]

12. The businesses navigates through different challenges of business analytics while maximizing insights from data, describe the challenges of business analytics from an organizations point of view.

(CO1) [Comprehension]

13. Most businesses utilize Employee performance metrics, assessing how well each staff member is doing. By comparing these metrics before and after training, companies can determine if the newly acquired knowledge or skills lead to better performance. Depending on the employee's role and the type of training, this may be relatively simple to notice or take some time to filter through and affect the final performance metrics. Distinguish the different Employee performance metrics as a HR Manager of your company.   (CO2) [Comprehension]

14. Explain the steps of interpretation of correlation?

(CO4) [Comprehension]

PART - C

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

15. Google is renowned for its data-driven approach to HR management. By leveraging HR analytics, Google has significantly improved its hiring processes, employee engagement, and retention rates. For example, Google's analysis of employee data revealed that providing perks like free meals and on-site wellness programs had a positive impact on employee satisfaction and productivity. This led to the implementation of various employee benefits programs, contributing to Google's reputation as one of the best places to work. Interpret the advantages and disadvantages of HR Analytics in various processes of Google company.

(CO1) [Application]

16. HR dashboards offer numerous advantages in terms of data visualization, organizations must carefully consider and address the potential disadvantages to maximize the effectiveness of these tools. Summarize the advantages and disadvantages of HR dashboards with suitable examples.

(CO3) [Application]

17. Interpret the steps of multiple regression analysis by illustrating some dependent and independent variables?

(CO4) [Application]