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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

**Summer Term End Term Examinations, August 2024**

**Winter Semester**: 2023 - 24

**Course Code**: BHR110 & BBA3020

**Course Name**: HR ANALYTICS

**Program** : B.COM

**Date**: 06-08-2024

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

**Max Marks**: 100

**Weightage**: 50%

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Question paper consists of three parts.*
3. *Scientific and Non Programable Calculators are Permitted.*
4. *Do not write any information on the question paper other than roll number.*

**Part A**

**Answer any FIVE Questions. (5 Q x 2 M = 10 M)**

1. State any two Excel functions? (C.O.No.3) [Knowledge]

2. Label Business Analytics Framework? (C.O.No.1) [Knowledge]

3. Identify the significance of Multiple Regression Analysis? (C.O.No.4) [Knowledge]

4. Define Correlation? (C.O.No.3) [Knowledge]

5. Outline the concept of Net Promotor Score with an example. (C.O.No.2) [Knowledge]

6. Tabulate Attrition Rate with an example? (C.O.No.2) [Knowledge]

7. State the levels of business analytics. (C.O.No.1) [Knowledge]

**Part B**

**Answer any FIVE Questions. (5 Q x 10 M = 50 M)**

8. Estimate the advantages of implementing business analytics for strategic decision-making, providing examples from companies like Netflix or Amazon where data-driven insights have fueled innovation and competitive advantage. (C.O.No.1) [Understand]

9. Tech Innovators Inc., a global technology company, implemented an advanced HR dashboard to manage its workforce across multiple countries. The dashboard aimed to integrate various HR metrics such as employee performance, engagement levels, turnover rates, and recruitment efficiency. Explain the pros and cons of HR dashboard. (C.O.No.3) [Understand]

10. **Company ABC has experienced a significant increase in vacancies for its technical positions over the past year. Explain the different recruitment and staffing metrics that the company will be analyzing to fill the positions.** (C.O.No.2) [Understand]

11. Compute the steps in correlation. (C.O.No.4) [Understand]

12. Describe Paired T-test (C.O.No.4) [Understand]

13. Explain the steps of HR Analytics process with a suitable example? (C.O.No.1) [Understand]

14. Company XYZ is experiencing challenges in attracting and retaining top talent due to its compensation structure. The HR department wants to analyze the effectiveness of the company's compensation strategy. Explain atleast ten different HR compensation metrics to assess the competitiveness and fairness of Company XYZ's compensation practices.

(C.O.No.2) [Understand]

**Part C**

**Answer any TWO Questions. (2 Q x 20 M = 40 M)**

15. Examine the interpretation process of factor analysis by illustrating some factors. (C.O.No.4) [Apply]

16. Interpret the steps of multiple regression analysis by illustrating some dependent and independent variables? (C.O.No.3) [Apply]

17. Calculate the external cost per hire (ECPH) and internal cost per hire (ICPH) for a company's recruitment process. For the external cost per hire:The external advertisement cost (EAC) includes newspaper ads and job portal costs, totaling Rs 80,000.Agency fees (AF) amount to Rs 70,000 for processing 150 CVs.External referral bonuses (ERB) are Rs 2,000 per hire, totaling Rs 100,000.External travel cost (ETC) is Rs 1,000 per hire, totaling Rs 50,000.Processing cost (PC) is Rs 500 per hire, totaling Rs 25,000.Miscellaneous cost (MC) for 50 external hires is Rs 20,000.For the internal cost per hire:Internal advertisement cost (IAC) is Rs 10,000.Internal referral bonus (IRB) is Rs 2,000 per hire, totaling Rs 10,000.Relocation costs for internal transfers (REC) amount to Rs 15,000 each for 4 transfers, totaling Rs 60,000.Internal cost incurred on the recruitment team (IRC) includes the salary of recruiting staff and managers. The salary of recruiting staff is calculated at an hourly rate of Rs 200 for 48 hours with 5 recruiters, totaling Rs 48,000. The salary of managers, involved for 48 hours, is calculated at an hourly rate of Rs 600, totaling Rs 86,400.

Calculate:The external cost per hire (ECPH) and The internal cost per hire (ICPH).

(C.O.No.2) [Apply]