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GIET UNIVERSITY, GUNUPUR – 765022

M. B. A (Third Semester) Examinations, February – 2023

21MBAHR23004 – HR Analytics

Time: 3 hrs

Maximum: 60 Marks

(The figures in the right hand margin indicate marks.)

PART – A

(2 x 10 = 20 Marks)

Q.1. Answer *ALL* questions

	CO #	Bloom s Level
a. What do you mean by data sources?	CO2	K1
b. Define HR analytics.	CO1	K2
c. What are the data visualisation tools?	CO3	K1
d. What is predictive analysis?	CO2	K2
e. Discuss the Data Sources.	CO4	K3
f. Define HR Scorecard.	CO2	K1
g. Define HR data quality.	CO1	K1
h. Bring out the typical applications of HR analytics.	CO5	K2
i. Is our employee rewards/recognition program more successful for certain functions?	CO4	K2
j. Define ethical issues in Analytics.	CO4	K4

PART – B

(8 x 5 = 40 Marks)

Answer *ALL* questions

	Marks	CO #	Blooms Level
2. a. Discuss concept of lean organization and the challenges of HR in the system.	8	CO2	K2
(OR)			
b. “HR analytics is the third wave for HR value creation”. Elaborate.	8	CO3	K2
3.a. What is the difference between descriptive, predictive and prescriptive analytics?	8	CO5	K2
(OR)			
b. What is HR value Chain? Explain the components of HR value chain with an example.	8	CO3	K2
4.a. What is data cleaning? Explain with the help of an example.	8	CO3	K2
(OR)			
b. How do you choose the right analytics system for an organization?	8	CO2	K1
5.a. Describe the steps involved in descriptive analytics and determine the key performance indicators.	8	CO2	K2
(OR)			
b. Write HR analytics report of on FMCG companies’ sales team’s performance.	8	CO3	K4
6.a. Write short note on: learning and developmental metrics.	8	CO2	K2
(OR)			
b. Illustrate how a HR scorecard is developed in an organization also design a scorecard for talent Management function.	8	CO1	K2

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