BRAINWARE UNIVERSITY

Term End Examination 2023-2024
Programme – MBA-2022
Course Name – HR Analytics
Course Code - HR301
(Semester III)

Full Marks : 60   Time : 2:30 Hours
[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A
(Multiple Choice Type Question)   1 x 15=15

1. Choose the correct alternative from the following :

(i) If an organization currently has 200 employees and predicts a growth rate of 10% next year, evaluate how many new employees should they hire?

a) 10   b) 20
c) 200   d) 2000

(ii) In a company with 100 employees, there were a total of 30 days of employee absenteeism in a month. Evaluate the average rate of absenteeism for that month?

a) 0.3   b) 0.3
c) 0.03   d) 0.03

(iii) What is HR analytics?

a) A software tool for HR management   b) A process of collecting and analyzing HR data to make informed decisions

c) A framework for employee engagement   d) An HR training program

(iv) What is predictive analytics in HR?

a) Analyzing historical HR data   b) Using data to make informed decisions about future HR trends

c) Conducting employee surveys   d) Automating HR tasks

(v) Examine how can HR analytics help in talent management?

a) By random selection of candidates   b) By identifying top-performing employees
c) By eliminating all hiring processes   d) By outsourcing HR functions

(vi) Which phase of HR analytics involves defining the problem to be solved?

a) Data collection   b) Data analysis
c) Problem formulation   d) Implementation

(vii) What is the final step in the HR analytics process?

a) Data analysis   b) Data collection
c) Continuous improvement   d) Reporting results

(viii) What is the purpose of conducting exit interviews with departing employees?

a) To gather data for HR analytics

b) To provide employees with job offers

c) To eliminate the need for HR analytics

d) To promote employee engagement

(ix) Compare how do compensation and performance link in a well-designed compensation system?

a) a) Compensation is always higher than performance.

b) b) Compensation is unrelated to performance.

c) c) Compensation rewards high performance and aligns with organizational goals.

d) d) Compensation is solely based on employee preferences.

(x) How does the analysis of training needs differ from measuring training effectiveness?

a) a) Training needs analysis focuses on identifying gaps, while measuring effectiveness assesses the impact of training.

b) b) Training needs analysis is conducted after training, while measuring effectiveness is done before.

c) c) Training needs analysis involves surveys, while measuring effectiveness relies on compensation data.

d) d) Both are identical in purpose and process.

(xi) What is the main benefit of HR managers becoming more data-savvy?

a) They can automate all HR processes.

b) They can avoid making decisions based on data.

c) They can make more informed and strategic decisions.

d) They can focus solely on employee engagement.

(xii) How can HR managers use analytics to improve employee engagement?

a) By ignoring employee feedback

b) By conducting fewer surveys

c) By identifying areas for improvement and taking action

d) By outsourcing employee engagement initiatives

(xiii) What is HR demand forecasting?

a) Predicting the number of HR staff needed in the future.

b) Assessing current HR skills.

c) Analyzing turnover trends.

d) Evaluating the company\'s culture.

(xiv) Compare the primary purpose of analyzing and classifying training needs in HR development?

a) a) To calculate compensation expenses

b) b) To identify gaps in employee performance and knowledge

c) c) To replace HR managers

d) d) To conduct employee engagement surveys

(xv) Which of the following is a common quantitative HR demand forecasting method?

a) Focus groups

b) Trend analysis

c) Succession planning

d) Interviews

Group-B
(Short Answer Type Questions)

3 x 5=15

2. Describe the classification based on performance indicators in HR. (3)

3. Organize the key metrics typically found in a Workforce Scorecard and explain how they provide insights into talent management. (3)

4. Describe the ethical considerations and potential challenges associated with HR analytics. How can organizations ensure the responsible and fair use of data in HR decision-making processes? (3)

5. Illustrate the methods and techniques used for HR demand forecasting. (3)

6. Argue for the role of HR Scorecards in employee engagement and satisfaction, emphasizing their impact on creating a positive workplace culture. (3)

OR

Summarize the concept of a balanced approach in HR Scorecards, and explain how it ensures a holistic evaluation of HR performance. (3)

Group-C
(Long Answer Type Questions)

5 x 6=30

7. Explain the steps to implement HR analytics in an organization. (5)
8. Illustrate the process of supply analysis in HR planning. (5)
9. Analyze the key components and factors involved in designing a compensation system. (5)
10. Distinguish between pay-for-performance and traditional compensation systems. (5)
11. Analyze the process of assessing and analyzing training needs within an organization. (5)
12. Distinguish between leading indicators and lagging indicators in measuring training effectiveness. (5)

OR

Judge how compensation and performance data can be used to predict the effectiveness of (5) training programs and the impact on employee performance.

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