

Reg. No.

MBA Degree (FT III) & (PTV) Semesters End Semester Examination- December, 2022

21-371-0350/20-372-0550: HR ANALYTICS

(Regular)

Time: 3 Hours

Max Marks: 50

Course Outcomes: On completion of the course, the student will be able to:-

CO1	Recall the basic concepts and terms related to HR metrics, analytics, balanced scorecard, dashboard creation, and predictive analytics.
CO2	Understand comprehensively the concepts delivered at the remembrance level to make them cognitively fit for application.
CO3	Develop application skills in HR analytics based on the understanding of the different contents delivered to apply them with illustrations and cases.
CO4	Analyse the real HR data to explore and establish relationships in the areas of HR decisions.
CO5	Evaluate the impact of analytics on HR decisions, and appraise HR decisions and strategies using descriptive and predictive techniques.
CO6	Generate new ideas and create HR predictive models and proposals for business expansion and developments.

BL – Bloom’s Taxonomy: (L1- Remember , L2 - Understand, L3 – Apply, L4-Analyse, L5-Evaluate, L6-Create)

PART A

(Answer ALL questions. Each question carries 2 marks)

Q No.	Questions	Marks	BL	CO
1	Explain HR dashboard.	2	2	1
2	Specify the factors influencing the efficiency of HR analytics	2	1	2
3	Distinguish between null and alternate hypothesis	2	2	2
4	Explain level of significance?	2	2	2
5	Describe diagnostic analysis.	2	2	2

(5X2=10 marks)

PART B

(Answer ANY FIVE Questions. Each question carries 4 marks)

Q No.	Questions	Marks	BL	CO
6	Illustrate any four HR metrics with suitable examples	4	4	2
7	Differentiate between qualitative and quantitative data with suitable example.	4	4	4
8	'HR will not be replaced by data analytics, but HR who do not use data and analytics will be replaced by those who do'. Comment.	4	3	3
9	Outline the assumptions to be considered while performing exploratory factor analysis.	4	3	3
10	"Raw data, like raw potatoes, usually require cleaning before use. Ronald A. Thisted." Suggest ways in which raw data can be cleaned.	4	4	4
11	Choose the appropriate statistical analysis for the following hypothesis. Justify your choice. Assumptions regarding the scales of the variables to be specified for each hypothesis. i) H1: There is a difference in employee work-life balance after the introduction of 'work from home' (WFH) ii) H1: There is any difference in employee moonlighting behaviour based on the age group of the employee iii) H1: There is an association between gender and employee moonlighting behaviour iv) H1: The probability of engaging in moonlighting behaviour is a function of employee commitment, job satisfaction and annual income.	4	4	4
12	Differentiate among the various levels of measurement.	4	4	4

(5X4=20 marks)

PART C

(Answer ANY TWO questions. Each question carries 10 marks)

Q No.	Questions	Marks	BL	CO																								
13	<p>“There is increasing sophistication in technology, data availability, and the capacity to report and disseminate HR information, but investments in HR data systems, scorecards and ERP fail to create strategic insights needed to drive organisational effectiveness. In short, many organisations are “hitting the wall” in HR measurement.” Suggest how organizations can overcome this challenge using LAMP framework.</p>	10	5	5																								
14	<p>The performance score of employees in an IT company was modelled as a combination of number of hours spent on project, extra certifications and work stress. The multiple regression analysis produced the output as below. $R=0.927$, $R\text{ square}= 0.860$, $\text{Adjusted } R\text{ square}=0.834$, $\text{Durbin Watson}=3.078$ $\text{ANOVA: } F= 32.811$, $\text{sig}=.000$</p> <table border="1"> <thead> <tr> <th>Variable</th> <th>Beta value</th> <th>T</th> <th>Sig</th> <th>VIF</th> <th>Tolerance</th> </tr> </thead> <tbody> <tr> <td>Hours spent</td> <td>0.551</td> <td>3.226</td> <td>.005</td> <td>0.437</td> <td>2.288</td> </tr> <tr> <td>Certifications</td> <td>0.104.</td> <td>1.796</td> <td>.091</td> <td>0.885</td> <td>1.130</td> </tr> <tr> <td>Work stress.</td> <td>0.581.</td> <td>4.239</td> <td>.001</td> <td>0.464.</td> <td>2.153</td> </tr> </tbody> </table> <p>Infer and interpret the multiple regression analysis.</p>	Variable	Beta value	T	Sig	VIF	Tolerance	Hours spent	0.551	3.226	.005	0.437	2.288	Certifications	0.104.	1.796	.091	0.885	1.130	Work stress.	0.581.	4.239	.001	0.464.	2.153	10	5	5
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15	<p>Before the pandemic started, the share of remote-work opportunities in the United States was around 4% of the total available jobs. Remote jobs now make up more than 15% of the total opportunities in the U.S. Experts state that the growth of remote roles would have happened even without the pandemic. However, the pandemic sped up the inevitable process. If there’s anything we can learn from this statistic, further growth is likely in the future.</p> <p>According to research by Owl Labs and Global Workplace Analytics, 74% of employees feel happier when they work remotely. The reasons vary from not having to commute to having more flexibility and spending more time with their families. In fact, the same research states that 50% of surveyed employees would gladly take a pay cut just to have the option of continuing to work remotely. So if you’re asking your employees to return to the office now that the pandemic is on its way out, maybe it’s time to reconsider this mandate.</p> <p>One of the most significant issues in the workplace is burnout. With the increased flexibility of remote work, you would think that it would be a non-issue. However, research by Monster says otherwise. 69% of remote employees are experiencing burnout, which is an alarming statistic, but an important one to learn from. This means that employers should start preparing long-term strategies for the onboarding, development, and career growth of remote employees.</p>																											
	(a) Design a research plan to study the future of remote work, using DCOVA model.	5	6	6																								
	(b) Choose any multivariate analysis to be used for this research problem with appropriate justifications.	5	6	6																								

(2x10=20 marks)