MBA Degree (FT) Third Semester University End Semester Examination - November, 2023

20-371-0350: HR ANALYTICS

(Regular and Supplementary)

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 resource utilization	2	2	1
2	Specify the factors influencing the quality of data.	2	1	2
3	Distinguish between metrics and analytics	2	2	2
4	Explain missing value treatment.	2	2	2
5	Describe HR Score card	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 HR Analytics maturity model with suitable examples	4	4	2
7	Differentiate between ANOVA and chi square test with suitable examples.	4	4	4
8	**"If you cannot measure it, you cannot improve it."** — Lord Kelvin, 19th Century Scientist. Comment.	4	3	3
9	Outline the assumptions to be considered while performing multiple regression analysis	4	3	3
10	Discuss the significance of LAMP model.	4	3	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: Employee commitment will significantly influence job satisfaction ii) H1: There is difference in job employee job satisfaction based on their gender and job designation iii) H1: There is a significant improvement in employee job satisfaction after the introduction of WFH policy in comparison to working from office iv) H1: There is an association between employee gender and their job designation	4	4	4
12	A variable measured on one scale of measurement cannot be changed to another scale of measurement. Do you agree to this statement? Debate.	4	4	4

(5X4=20 marks)

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

Q No.	Questions	Marks	BL	CO
13	"A picture is worth a thousand words". Evaluate this statement in the context of visual analytics in HR. Suggest appropriate contexts for a **HR analyst** to use the following visual representations of data. i)　　Bar chart　ii) Pie chart iii) Box and Whisker plot, and iv) Histogram	10	6	5

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14	A study attempted to find the factors influencing tourist decision making (TD) among a group of people and the rotated component matrix of the data is presented below.
	
	   i) Suggest the variables coming under each factor based on factor loadings and label them
	   ii) Analyze and differentiate between Eigen values and communalities
		10	5	5

Rotated Component Matrix[a]

	Component					
	1	2	3	4	5	6
History	.036	-.062	-.120	.697	-.116	.389
Culture	.219	.155	.035	.815	-.020	-.184
Architecture	.638	.403	.013	-.028	.034	-.154
Fairs Festivals	.123	.077	-.032	-.166	-.137	.730
Taj At Night	.089	.352	.237	.061	.247	.497
Shopping	-.079	-.533	.157	-.189	.349	.338
Accommodation	-.008	.061	-.098	-.091	.863	-.126
Transportation To TD	.688	.257	-.197	.175	.470	.192
Transportation Within TD	.702	.398	.221	-.092	-.102	.082
Tourist Facilities	.197	.604	.397	-.115	.285	-.040
Roads Development	.202	.694	.156	-.122	.158	-.055
Online Review	.495	-.200	.497	.112	.058	.368
WOM	.785	-.081	.260	.149	-.101	.242
Security	.823	.090	.071	-.019	.149	.008
Weather	-.027	.796	-.052	-.009	-.018	.335
Climate	.262	.731	.289	.183	.097	.173
Budget	.381	.225	.462	-.122	.604	.138
Advertisements	-.152	-.108	.181	.761	-.040	-.225
Hospitality	.008	.144	.756	.351	-.111	-.025
Cleanliness	.199	.219	.860	-.151	.037	.027

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.[a]
a. Rotation converged in 7 iterations.

15	Infosys founder Mr. N R Narayana Murthy recently talked about how youngsters must work 70 hours a week to uplift India. He cited how a few countries after World War II worked longer hours to grow faster. While this comment is open to interpretation, people are divided. Some people are with Murthy, and some sections of society vehemently disregarded this notion and mentioned that the world has moved away past the hour system. The crux of the matter is understanding that people's opinions are moulded by routines and systems that have worked for them. Individuals are diverse; while some may be willing to work over 70 hours a week, it doesn't equate long working hours to the sole pathway to success or wealth. According to ILO,the 40-hour workweek has become the common national standard for regular weekly hours of work in many countries and is predominant in developed nations, while the 48-hour workweek remains prevalent in developing countries.			
15	(a) Design a research plan to study this issue.	5	5	6
	(b) Choose any multivariate analysis to be used for this research problem with appropriate justifications.	5	5	6

(2x10=20 marks)

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