UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, May 2019

Course: HR Analytics   **Semester:** VI
Programme: BBA Core (HR Specialization)   **Course Code:** BBCH1171
Time: 03 hrs.   **Max. Marks:** 100

Instructions: *Attempt all questions of Section A carrying 20 marks.*
Attempt any 4 Short Answer Questions from section B; Each question carries 5 marks.
Section C and Section D are compulsory and carry 30 marks each.

SECTION A

S. No.		Marks	CO
Q 1	**Differentiate the following:** (i) Operation analytics vs. predictive analytics (ii) Causation vs. correlation (iii) Reporting vs. analytics (iv) Manifest vs. latent variable	2.5 x 4 = 10	CO1
Q 2	**Write the formulas to calculate the following:** (i) Absence Rate (ii) Return on Investment (iii) Percent receiving performance rating (iv) Employee Turnover **(v)** Worker's compensation cost per employee	2 x 5 = 10	CO1
	SECTION B		
Q 3	Evaluate the application of business analytics in business areas other than HR with suitable examples.	5	CO1 CO2
Q 4	Define simple random sampling and explain the importance of the issues associated with random sampling that need to be considered in human resource analytics.	5	CO1 CO2

Q 5	Name the functions where HR analytics being used by organizations. Add some examples to support your answer.	5	CO1 CO2
Q 6	Critically analyze the benefits of HR analytics in terms of cost, productivity and performance.	5	CO1 CO2
Q 7	Discuss the differences between metrics and analytics for HR efficiency, operational effectiveness, and organizational realignment, and offer examples of each.	5	CO1 CO2
SECTION-C			
Q 8	Discuss at least three types of survey research designs. How can the relevant forms of validity and reliability be assessed and improved in survey research used to inform HR analytics?	15	CO2 CO3
Q 9	Briefly describe the importance of developing an HR dashboard. What are the basic steps involved in developing an HR dashboard?	15	CO2 CO3
SECTION-D			
Q 10	Discuss the considerations and implications of three forms of human resource analytics tools that will become increasingly important in the future. Provide the HR analytics examples for each of the three tools you discuss.	15	CO3 CO4
Q 11	You are providing consultancy to an internationally reputed educational institute, which is losing its market position. The institute is unable to gain its strategic objective of 'Sustainable development' after multiple efforts. You are asked to develop a map-linking institute's strategic objectives with lead and lag indicators using 5C Model.	15	CO3 CO4

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<div align="center">SECTION A</div>

S. No.		Marks	CO

Q 1	**Explain the following:**
	    (i) Talent Analytics
	    (ii) Balance Scorecard
	    (iii) Leadership Pipeline
	    (iv) Strategy
	    (v) Value Disciplines
		2 x 5 = 10	**CO1**

Q 2	**Write the formulas to calculate the following:**
	    (i) Employee turnover cost
	    (ii) Training Hours
	    (iii) Time to fill (average)
	    (iv) Cost per hire
	    (v) Yield Ratio of selection process
		2 x 5 = 10	**CO1**

	SECTION B		
Q 3	What do you understand by term value discipline? How it helps an organization focus on HR strategies?	**5**	**CO1** **CO2**
Q 4	Discuss the factors that have led to increased organizational interest in HR metrics and workforce analytics.	**5**	**CO1** **CO2**
Q 5	How HR analytics have evolved over the years? Name the major contributors of the area.	**5**	**CO2** **CO3**
Q 6	Why employee opinion surveys are important to conduct for organizations and what are the reasons of using Likert or Likert type scales for conducting these opinions surveys?	**5**	**CO1** **CO2**

Q 7	Why regression is famous as one of the most powerful tool in predictive modeling techniques?	**5**	**CO1** **CO2**
SECTION-C			
Q 8	Define HR metrics. Why do many organizations fail to provide analytics despite the fact that they track some human resource metrics?	**15**	**CO2** **CO3**
Q 9	Why is it important for organizations to conduct employee engagement and satisfaction surveys? How does the engagement and satisfaction index affect employee turnover?	**15**	**CO2** **CO3**
SECTION-D			
Q 10	Where the performance measure went wrong in the following case and what might be the optimum solution to improve timeliness. Managers at a hospital in the Mumbai were concerned about the time it was taking to treat patients in the accident and emergency department. They decided to measure the time from patient registration to being seen by a house doctor. Staff realized that they could not stop patients registering with minor sports injuries but they could delay the registration of patients in ambulances as they were receiving good care from the paramedics. The nursing staff thus began asking the paramedics to leave their patients in the ambulance until a house doctor was ready to see them, thus improving the "average" time it took to treat patients. Each day there would be a parking lot full of ambulances and some even circling the hospital awaiting a parking spot.	**30**	**CO3** **CO4**