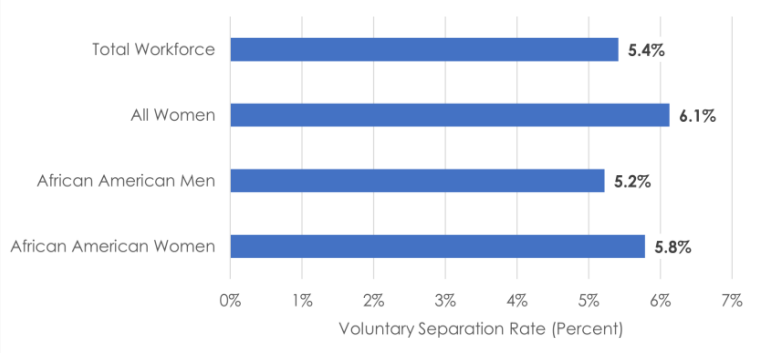
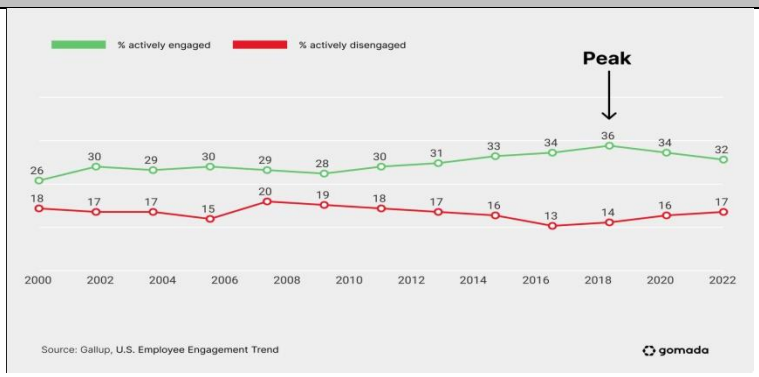
VPM's
DR VN BRIMS, Thane
Programme: MMS (2023-25)
Third Semester Regular Examination December 2024

Course Name:	**HR Analytics**	**Course Code**	**H-312**
Roll No.		**Marks**	**60**
Total No. of Questions	6	**Duration**	**3 Hours**
Total No. of printed pages	3	**Date**	**10-12-2024**

Course Outcome Statements:
CO1: Remembering basis of HR Analytics and Business Analytics
CO2: Understanding the importance of Information systems and data in HR Analytics and HRIS System deployment and Phases
CO3: Apply knowledge of Analytics in Recruitment, Performance management, predicting employee turnover in organization
CO4: Analysing HR Analytics in Employee Engagement, Managing Diversity and Inclusion and HR interventions
CO5: Evaluating Ethics and Limitations in using HR Analytics systems and concepts
CO6: Creating HR Dashboard for Conducting Diversity analysis and employee turnover prediction

Instructions: -			**Marks**	**BL**	**CO**
Q. No 1 (All Questions are Compulsory)					
Q. No.		**Questions**			
Q. 1		Implementing HR Analytics at Asian Tech Solutions Asian Tech Solutions is a rapidly growing technology firm with a workforce of over 1,500 employees across various departments. Despite the company's growth, the HR department faced significant challenges, such as high turnover rates, inefficient talent acquisition processes, and lack of employee engagement. To address these issues, Asian Tech decided to integrate HR analytics into their decision-making processes to enhance employee retention, improve recruitment strategies, and optimize workforce planning. Objectives for undertaking the analytics by the organisation were discussed and finalised as below: 1. Reduce Employee Turnover 2. Improve Recruitment Efficiency 3. Enhance Employee Engagement 4. Optimize Workforce Planning The organisation is considering to hire you as an HR analytics consultant for performing analytics and coming up with actionable insights on the above stated objectives in the company. On the basis of above, answer the below questions			
	a.	Analyse and compare the approach for your data collection and integration for the 3rd objective of Asian Tech Solution to enhance employee engagement in the company	**6**	**Level 4**	**CO4**
	b.	While collecting the above data from employee, as you are third party consultant adhering to Ethical standards for data collection will be very crucial, do you agree? Justify your answer in detail	**6**	**Level 5**	**CO5**

Q. 2		Answer **Any one** from the following.			
	a.	 Given above is the dashboard of Voluntary Separations Among African Americans in the Civilian Federal Workforce, FY 2020, looking at the dashboard, interpret the workforce diversity in the Civilian Federal Workforce, also access the importance of managing diversity and inclusion in an organisation	**6**	**Level 5**	**CO5**
	b.	Evaluate GDPR in detail and need for employees to be aware of data rights and data privacy	**6**	**Level 5**	**CO5**
Q. 3		Answer **Any one** from the following.			
	a.	 Above graph shows the employee engagement levels for 22 years in an organisation. Looking at the above graph provide your analysis on Post COVID-19 effects on Employee Engagement due to Work from Home situation and remedies for same	**6**	**Level 4**	**CO4**
	b.	Analyse the impact of HR interventions in OD interventions in detail	**6**	**Level 4**	**CO4**
Q. 4		Answer **Any two** from the following.			
	a.	An mid size organisation which has direct impact of employee performance on their revenue/profits, has reached out to you for suggestions on their performance appraisal- identify which type of performance measurement techniques you will consider in the above organisation, with major focus on Human-Resource (Cost) Accounting Method	**6**	**Level 3**	**CO3**
	b.	Identify what are the key factors contributing to high employee turnover in an organization, and what strategies can be implemented to reduce turnover and improve employee retention?	**6**	**Level 3**	**CO3**

	c.	An organisation has recently been facing issues with the Recruitment due to wrong hires- being an HR Analytics consultant for the organisation build a recruitment strategy that attracts diverse talent while ensuring alignment with company culture and long-term business goals?	**6**	**Level 3**	**CO3**
Q. 5		Answer **Any two** from the following.			
	a.	Classify the different types of Analytics in HR Analytics- Explain Predictive analytics in detail	**6**	**Level 2**	**CO2**
	b.	As an HR analyst explain why an organisation should be using HRIS systems and its importance	**6**	**Level 2**	**CO2**
	c.	Explain what is Casual analysis and compare the various types of Casual Analysis	**6**	**Level 2**	**CO2**
Q. 6		Answer **Any two** from the following.			
	a.	What is Business Analytics and List its importance in today's world	**6**	**Level 1**	**CO1**
	b.	Why does HR analytics fail? Explain with help of importance of quality of data in HR Analytics.	**6**	**Level 1**	**CO1**
	c.	Explain how HR analytics helps HRM function?	**6**	**Level 1**	**CO1**