Name: Enrolment No:	UPES UNIVERSITY WITH A PURPOSE

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, June 2020

Course: HR Analytics	**Semester: IV**
Program: MBA(General)	**Time: 03 Hours**
Course code: HRES 8003	**Max. Marks: 100**

Instructions: Write precise and brief answers

<table>
<tr><td colspan="4" align="center">SECTION A</td></tr>
<tr><td></td><td></td><td>Marks</td><td>CO</td></tr>
<tr><td>Q 1</td><td>Define the following (in about 30 words each)

    a) Big data
    b) Data quality
    c) Strategy Maps
    d) Pivot tables
    e) Yield Ratio</td><td>(5x6)</td><td>CO1</td></tr>
<tr><td colspan="4" align="center">SECTION B</td></tr>
<tr><td></td><td>Answer ALL the following questions</td><td>(10x5)</td><td></td></tr>
<tr><td>Q2-</td><td>Briefly explain the essential steps followed in the process of HRA.</td><td>10</td><td>CO2</td></tr>
<tr><td>Q3-</td><td>What do you understand by 'HR Analytics'? How can an organization benefit by using HR Analytics?</td><td>10</td><td>CO2</td></tr>
<tr><td>Q4-</td><td>Differentiate between
    a) Descriptive Analytics and Inferential Analytics
    b) HR Report and HR Dashboard
    c) Time to Fill and Time to Hire
    d) Quantitative data and Qualitative Data</td><td>10</td><td>CO3</td></tr>
<tr><td>Q5-</td><td>What are the commonly used metrics for L&D? What should L&D measure, to give relevant results for organizational goals?</td><td>10</td><td>CO3</td></tr>
<tr><td>Q6-</td><td>What is an 'HR Metric'? Briefly explain two important recruitment metrics used in organizations.

OR

What is 'Sentiment Analysis'? Which of the two methods of Sentiment analysis would you prefer and why?</td><td>10</td><td>CO3</td></tr>
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	SECTION-C		
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	Answer ANY ONE of the following questions	**(20x1)**	
Q7-	a) Differentiate between 'Diversity' and 'Inclusion'. Why should organizations focus on Diversity and inclusion? b) Explain any two quantitative forecasting methods of HRP along with their advantages and disadvantages. c) What are Lead and Lag indicators in HRA? How are lead indicators different from lag indicators in analytics?	**20**	**CO4**
Q8-	a) What is yield ratio in HRA? What staffing inferences can be drawn from this metric? b) Given below is the data for yield ratio in the selection process? Interpret these figures to find out if the steps in selection process are gender biased or not.	**20**	**CO4**

	Total	Male	Female
Applications	240	130	110
Screening	120	90	30
Aptitude test	90	70	20
Interview	45	40	5

c) What is selection ratio in staffing analytics? What does a low selection ratio imply?