Name:	
Enrolment No:	UPES UNIVERSITY WITH A PURPOSE

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

Course: HR Analytics   Semester: III
Program: MBA(BA)   Time: 03 Hours
Course code: HRES 8003   Max. Marks: 100
Instructions:

<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) HR metrics
b) Evidence Based Management
c) Average replacement cost
d) Inclusion
e) Data cleaning
f) FTE
g) Attrition rate
h) Selection Ratio
i) Time Lapse data
j) Talent Management Index</td>
<td>20
(2x10)</td>
<td>CO1</td>
</tr>
<tr><td colspan="4" align="center">SECTION B</td></tr>
<tr><td></td><td>Answer ANY FIVE of the following questions</td><td></td><td></td></tr>
<tr>
<td>Q2-</td>
<td>What are the critical people priorities that emerge from the following business drivers?
a) Operational excellence
b) Product leadership
c) Customer intimacy</td>
<td>6</td>
<td>CO3</td>
</tr>
<tr><td>Q3-</td><td>What are some of the compelling reasons for using HR analytics?</td><td>6</td><td>CO2</td></tr>
<tr><td>Q4-</td><td>List 4 internal factors which affect recruitment in an organization. Briefly explain their effect on recruitment efforts.</td><td>6</td><td>CO3</td></tr>
<tr><td>Q5-</td><td>Why are L&D Analytics subjective? What should L&D measure, in order to remain relevant?</td><td>6</td><td>CO2</td></tr>
<tr><td>Q6-</td><td>What are Lead and Lag indicators? Give some examples of Leading and Lagging indicators for HR.</td><td>6</td><td>CO3</td></tr>
<tr><td>Q7-</td><td>What is 'Sentiment Analysis'? Which of the two methods of Sentiment analysis would you prefer and why?</td><td>6</td><td>CO2</td></tr>
<tr><td>Q8-</td><td>What is ENPS? What questions are asked in ENPS survey and why?</td><td>6</td><td>CO2</td></tr>
<tr><td colspan="4" align="center">SECTION-C</td></tr>
</table>

	*Answer **ANY TWO** of the following questions*		
Q9-	**a)** According to the current compensation plan, for a position with a basic salary of Rs.30,000/-, the company offers 60% DA, 12% HRA, Rs 700/- as TA and deducts 6.5% towards PF contribution. In the next financial year the company wants to increase the salary for this position without changing DA, HRA and PF. Find all values of Basic and TA for which the net salary will remain between Rs.50,000/- and Rs.80,000/- ? **b)** For the same position (with a basic salary of Rs.30, 000/-) which of the given three options will be costlier for the company? a) Increasing DA to 65% and HRA to 15% and keeping other components same. b) Increasing basic to Rs.35,000/- with no change in other components. c) Increasing DA to 70 % and keeping other components same	**(7+8)** **15**	**CO4**
Q10-	**a)** The operations department in your company has come up with a new position, which needs to be filled by 1st October 2020. *The estimated time for each activity is provided in the Excel file named HRA Endem -2019* Prepare a Gantt chart showing the hiring plan for this position. Find out the TLD and suggest the starting date for the hiring process. **b)** The estimated production of an organisation is 3,00,000 units. The standard man-hours required to produce each unit are 2 hours. The past experiences show that the work ability of each employee in man-hours is 1500 hours per annum. Calculate the work load and demand of human resource in this case.	**(9+6)** **15**	**CO4**
Q11-	**a)** Imagine you receive 200 resumes from a recruitment agency and only 5% of them pass through your screening call phase. What does this imply and what actions do you need to take. **b)** <u>Scenario 1</u>: Company posted new positions opened in the job section of a professional community on LinkedIn. During 2 weeks 200 visitors followed the given link 8 of them filled in a contact form and 2 were shortlisted for an interview. <u>Scenario 2</u>: Another company used Google Adwords and posted advertisements. The average CPC was Rs. 2.00 and the company got 154 clicks. 20% of the visitors filled in a contact form and sent their CV. Among the CVs 12 persons were invited for interview.	**(5+10)** **15**	**CO4**

	Analyse both the scenarios and choose the better one in terms of cost benefit analysis.		

	SECTION-D		
	*With the help of the data made available to you in the Excel file named 'HRA-Endsem-2019 find/answer **ANY TWO** of the following questions. You are also required to submit the Excel workbook with the solution*		
Q12-	What is the representation of females in the higher grade G1 and G2? Use metric to find out if there is any gender bias in appointments to higher grades.	**10**	**CO4**
Q13-	Number of employees being paid above the median salary **AND** Training expense per employee. Does the amount of money spent on training a particular employee improve the revenue generated by him/ her?	**10**	**CO4**

Q14-	Create a report for each employee which shows the following details of the employee
	
	  Name
	 Department
	  Date of joining
	  Monthly compensation
	  Percentile salary
	  Performance score
		10	**CO4**

Q15-	Using multiple linear regression find out the impact of salary, job satisfaction and employee engagement on performance ratings. Which of them has the most significant impact on performance?	**10**	**CO4**