Registration Number:

Date & Session

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU -27**

**B.B.A. / BB.A. SF – 6th SEMESTER**

**SEMESTER EXAMINATION: APRIL 2024**

**(Examination conducted in May /June 2024)**

**BADEH6523: HUMAN RESOURCE ANALYTICS**

**(For current batch students only)**

Time- 2 hrs Max Marks-60

**This paper contains three printed pages and four parts**

**Part A**

**I.** Answer ***any five*** of the following (**5x2 = 10 Marks)**

1. Define HR Analytics.
2. What is a KPI?
3. What is a population survey?
4. Mention the need for data cleaning and transformation in analytics.
5. State the types of Analytics.
6. What is productivity? How is it measured?

**Part B**

**II.** Answer ***any four*** of the following (**4x5 = 20 Marks)**

1. A company had 350 employees at the beginning of the year. Approximately 65 employees departed during that year, and there were 425 employees by the end of the year. Calculate the turnover rate and interpret it accordingly.
2. Explain the process of data cleaning and transformation.
3. How can workforce demographics and diversity be analyzed using descriptive analytics?
4. Distinguish Time Series and Cross Section Data types with examples.
5. In a company, there are 60 vacant positions across various departments. Out of these, 20 positions were filled through internal promotions, 15 through transfers, and the remaining 25 positions were filled through recruitment and selection processes within a span of 7 months. To fill these positions, 1000 candidates were interviewed at two different levels. Initially, a recruitment agency was hired for screening and filtering candidates, for which the company paid Rs. 2,00,000. After the initial screening, 150 candidates were shortlisted for final interviews conducted internally at the company's premises, incurring an estimated cost of Rs. 3,00,000. Offer letters were sent to candidates based on priority until sufficient acceptances were received. In total, 200 offers were sent out, and finally, 40 candidates were successfully hired for the vacant positions. Additionally, the company has a total of 80 HR personnel responsible for managing 5500 employees (inclusive of HRs) in the organization.

*Calculate the following metrics:*

Time to fill or hire, Offer acceptance rate, Career path ratio, Cost per hire and HR headcount ratio.

**Part C**

**III.** Answer ***any two*** of the following (**2x10 = 20 Marks)**

1. A company training costs and the respective revenue generated data is given
   1. Predict the Revenue generated if the expense spent towards training is 9 lakhs rupees
   2. Predict the training costs to attain the revenue of 15 lakhs rupees

|  |  |
| --- | --- |
| Training Costs (in lacks) | Revenue Generated (In Lakhs) |
| 5 | 12 |
| 4 | 8 |
| 7 | 13 |
| 2 | 4 |
| 1 | 3 |

1. In your role as an analyst within the organization, your responsibility entails computing the performance scores of employees across multiple criteria including Skills & Abilities, Team Performance, Initiative, Work Ethics, Knowledge Sharing, Achievement of Targets, and more, utilizing Excel. Moreover, you are tasked with distinguishing both top performers and underperformers within the company to facilitate the implementation of suitable incentives. Additionally, you are mandated to create visual representations of the data to ensure clarity and comprehensibility of the results. Lastly, you are required to elaborate on how these outcomes can aid in delivering feedback to employees, aiding them in recognizing their strengths and areas necessitating improvement. Explain the process of conducting this analysis in detail.
2. As the Head of HR at Accenture, you're tasked with conducting an in-depth analysis of employee engagement and satisfaction. Outline the parameters you would consider to measure these aspects comprehensively, and describe the process you would undertake to conduct the analysis effectively. Provide insights into the methods you would employ to ensure the analysis captures both quantitative and qualitative feedback from employees, as well as how you would translate the findings into actionable strategies to enhance overall employee engagement and satisfaction within the organization.

**Part D**

**IV. Answer the following (1x10=10 Marks)**

1. Sharp Innovation Technologies, a dynamic tech company, encounters substantial hurdles in its human resource operations, coupled with notable areas of excellence that present opportunities for enhancement. Here's a condensed overview of the company's HR landscape, focusing on seven key performance indicators (KPIs):

*Recruitment and Staffing:* Sharp Innovation Technologies grapples with recruitment challenges, struggling to attract top-tier talent due to outdated strategies and a lack of innovation.

*Employee Onboarding:* The onboarding process at Sharp Innovation Technologies falls short, hindering new employees' integration and engagement levels due to challenges in obtaining necessary information.

*Performance Management:* The organization lacks a robust system to align individual goals with broader objectives, leading to irregular feedback and fostering a low-performance culture.

*Compensation and Benefits:* Sharp Innovation Technologies' compensation packages and benefits do not meet industry standards, impacting employee satisfaction and retention.

*Employee Relations:* The employee relations department at Sharp Innovation Technologies struggles to address concerns effectively, resulting in a strained work environment and communication breakdowns.

*Health and Safety:* The prioritization of employee health and safety at Sharp Innovation Technologies is lacking, with outdated protocols contributing to an unsafe work environment.

*HR Analytics:* The company underutilizes HR analytics, missing out on valuable insights for strategic decision-making, which hampers organizational improvement efforts.

**Question:**

Conduct a KPI analysis that includes setting the target and tracking the actual progress of the given KPIs. Identify the magnitude of concern, hypothesize the root causes of the problems, and draw insights that help the organization solve the issues associated with the KPIs.