

Reg. No.

Question Paper Code

21318

MBA - DEGREE EXAMINATIONS, NOV/DEC 2022

Third Semester

Master of Business Administration

20MBHR307 - PEOPLE ANALYTICS

(Regulations 2020)

Duration: 3 Hours

Max. Marks: 100

PART - A (10 × 2 = 20 Marks)

Answer ALL Questions

- | | <i>Marks,
K-Level, CO</i> |
|---|-------------------------------|
| 1. Define the term people analytics. | 2, K1, CO1 |
| 2. List out the various data sources used to build HRIS and HRMS. | 2, K1, CO1 |
| 3. Define Diversity Analysis. | 2, K1, CO2 |
| 4. Summarize the term Workplace Planning Analytics. | 2, K1, CO2 |
| 5. Define the term training need analysis. | 2, K1, CO3 |
| 6. Define employee engagement. | 2, K1, CO3 |
| 7. Define talent retention. | 2, K1, CO4 |
| 8. List out the best practices in optimizing promotion decision. | 2, K1, CO4 |
| 9. Discuss the significance of evaluating stress levels in human capital. | 2, K2, CO5 |
| 10. Define Data Analytics | 2, K1, CO5 |

PART - B (5 × 13 = 65 Marks)

Answer ALL Questions

11. a) Elaborately discuss the evolution of HR analytics and how it is applied in modern era of business. 13, K4, CO1
- OR**
- b) With a schematic diagram analyze the various analytic framework models and their relevant usefulness for modern business organizations. 13, K5, CO1
12. a) Elaborate your answer how HR firms measure and test diversity and inclusion while sourcing candidates for their firms. 13, K4, CO2
- OR**
- b) Describe how HR firms manage and overcome selection bias using recruitment and selection analytics. 13, K4, CO2
13. a) Describe with an example about OPEN Analytical Framework for Effective On boarding process. 13, K4, CO3

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create

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OR

b) Explain how firms analyze and evaluate effectiveness of training and development programs. *13,K5,CO3*

14. a) Describe a descriptive note on analytical performance management with their relative merits and demerits. *13,K4,CO4*

OR

b) Describe your views how firms use retention analytics to protect talent. *13,K4,CO4*

15. a) Describe the various approaches and process of implementing succession planning. *13,K4,CO5*

OR

b) Discuss the basic need and steps in meditation. Also explain the merits and demerits of interaction analysis. *13,K4,CO5*

**PART - C (1 × 15 = 15 Marks)
(Compulsory)**

16. **How to Predict Who's Likely to Leave?**

15,K6,CO6

William Wolf, managing director and global head of talent development at Credit Suisse, joined the global financial services firm 18 months ago to further enhance its people analytics—a role he performed for clients as a partner at McKinsey & Co. The HR department at Credit Suisse has collected data on employees during their entire life cycle for many years, but wanted to delve deeper into turnover.

For instance, HR professionals already knew who left, segmented by demographics, performance ratings, regions and so forth. They knew why people left from information captured in interviews one month post-exit. But they wanted to go beyond these data to identify those at risk of leaving before the decisions are made.

“We already had data collected after the fact on who left and the reasons they gave us,” explains Wolf. “We needed to look at why we don’t have the compelling employee value proposition to keep that person here and at who else is at risk. The best way to learn that is to study the specific circumstances prior to the points of departure.”

Wolf assembled a small “people analytics” team made up of HR data analysts and a skilled quantitative methods expert he hired from a newly failed hedge fund to conduct predictive analyses.

QUESTION :

As a team member of HR data analysts, Conduct a predictive analysis pinpointing the various variables needed for Credit Suisse.