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Question Paper Code	13043
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MBA - DEGREE EXAMINATIONS, NOV / DEC 2024

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

- | | Marks | K-
Level | CO |
|---|-------|-------------|-----|
| 1. Relate the purpose of People Analytics. | 2 | K1 | CO1 |
| 2. Name one analytics framework model. | 2 | K1 | CO1 |
| 3. List out the impact of diversity in Organizations. | 2 | K1 | CO2 |
| 4. State Blind recruitment how its help to overcome selection bias. | 2 | K1 | CO2 |
| 5. Recall the formula to calculate Employee Retention Rate. | 2 | K1 | CO3 |
| 6. How can training effectiveness be evaluated in an organization. | 2 | K1 | CO3 |
| 7. Infer Analytical Performance Management. | 2 | K2 | CO4 |
| 8. Identify the data required for Retention Analytics. | 2 | K2 | CO4 |
| 9. Compare Acute Stress and Chronic Stress. | 2 | K2 | CO5 |
| 10. Illustrate how to evaluate stress level. | 2 | K2 | CO5 |

PART - B (5 × 13 = 65 Marks)

Answer ALL Questions

- | | | | |
|--|----|----|-----|
| 11. a) Enumerate the types of HR Analytics with examples. | 13 | K1 | CO1 |
| OR | | | |
| b) Relate and discuss the relationship between HR metrics and organizational performance. How can effective measurement lead to better decision-making in HR? | 13 | K1 | CO1 |
| 12. a) Explain the key components Workforce Planning Analytics. | 13 | K2 | CO2 |
| OR | | | |
| b) Discuss the methods for measuring diversity and inclusion in the workplace, and explain why this measurement is critical for organizational success. | 13 | K2 | CO2 |
| 13. a) Describe the metrics related to Talent Engagement Analytics. | 13 | K2 | CO3 |
| OR | | | |
| b) Summarize the concept of organizational culture and its influence on the on boarding process. How can a good culture fit impact employee performance and retention? | 13 | K2 | CO3 |

14. a) Outline the importance of exit interviews in retention analytics. What insights can organizations gain from analyzing exit interview data? 13 K2 CO4

OR

- b) Translate and explain the stages of Analytical Performance Management. 13 K2 CO4

15. a) Illustrate the critical elements of implementing effective succession planning. How can organizations prepare their workforce for future leadership needs? 13 K2 CO5

OR

- b) Demonstrate the concept of job embeddedness and its implications for employee retention strategies. How can organizations leverage this understanding to improve retention rates? 13 K2 CO5

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

16. a) 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. 15 K5 CO5

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:

1. Recommend a predictive analysis pinpointing the various variables needed for Credit Suisse.