(Please write your Exam Roll No.) *Exam Roll No. .....*

END TERM EXAMINATION

SIXTH SEMESTER [BBA] MAY-JUNE 2025

Paper Code: BBA/BBA(B&I)-306 ***Subject: HR Analytics***

(BATCH 2021 TO 2023)

Time: 3 Hours ***Maximum Marks: 75***

Note: Attempt all questions as directed. Internal choice is indicated.

Q1 Attempt **any five** of the following questions: **(5x5=25)**

a) What role HR Analytics play in the recruitment process? justify your answer with suitable examples.

b) Give a brief overview of all four types of HR Analytics by citing few examples.

c) "The best HR dashboards do much more than KPI tracking and data visualization." Enlighten the statement by highlighting the key capacities of an HR dashboard

d) What is markov model is used for? how does it work, what are the limitation of this model?

e) What is job redesigning in HR? How HR metrics can be used to evaluate job redesign?

f) What are HR metrics? Discuss the key differences between HR metrics and HR Analytics?

g) Enlist all the factors/key drivers which enhances Employee Engagement in the organization; also throw a light on the strategic role HR manager to make it successful.

h) "Adoption of HR analytics further enhances the legitimacy and credibility of HR functions within organizations". Critically analyze the statement by unveiling the possible challenges associate with HR analytics

Q2 How HCM 21 model in hr analytics signifies a fundamental shift from traditional HR practices to a more data-driven and strategic approach. What is the systematic approach of implementing the HCM 21 frame work in an organization? mention the positive impact/benefits of implementing this HR analytics framework in an organization? **(12.5)**

OR

Q3 What are the benefits and limitations of HR analytics for organizations and HR professionals? Describe how HR analytics can be used to improve employee retention. **(12.5)**

Q4 "Good and efficient job analysis helps the organization to identify the gaps in the current workforce." Enlighten the statement also Describe the various methods of job analysis with suitable examples. **(12.5)**

OR

Q5 "Job analysis provides the foundational information that HR analytics uses to make data-driven decisions about HR practices." Enlighten the statement by enlisting advantages and limitation of job analysis. **(12.5)**

Q6 Consider yourself as HR Analyst and create an onboard predictive model (steps) using historic data and statistics methods for xyz company. **(12.5)**

P-1/2

P.T.O

OR

Q7 "HR score card provides organizations with a holistic view of HR performance". Do you agree with the statement? Mention the step of developing HR scoreboard. **(12.5)**

Q8 Why it is said that Organizational culture and HR analytics are intrinsically linked? discuss the types, and key characteristics of organizational culture. **(12.5)**

OR

Q9 What is talent analytics and its benefits to organization? Discuss the process of using talent analytics efficiently. **(12.5)**

****

P-2/2