

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

POST GRADUATE DIPLOMA IN MANAGEMENT (2023-25)
END TERM EXAMINATION (TERM-IV)

Subject Name: **HR Metrics and Analytics**

Time: **02.00 hrs**

Sub. Code: **PGH43**

Max Marks: **40**

Note:

All questions are compulsory. Section A carries 5 marks: 5 questions of 1 marks each, Section B carries 21 marks having 3 questions (with internal choice question in each) of 7 marks each and Section C carries 14 marks one Case Study having 2 questions of 7 marks each.

<u>SECTION – A</u>		
Attempt all questions. All questions are compulsory.		1×5 = 5 Marks
Questions	CO	Bloom's Level
Q. 1: (A). What is HR Analytics? Q. 1: (B). What does predictive analytics in HR aim to achieve? Q. 1: (C). What is the primary focus of HR Analytics in workforce planning? Q. 1: (D). What is LAMP Framework? Q. 1: (E). Intuition VS DDDM	CO1	L1 & L2
<u>SECTION – B</u>		
All questions are compulsory (Each question has an internal choice. Attempt anyone (either A or B) from the internal choice)		7 x 3 = 21 Marks
Questions	CO	Bloom's Level
Q. 2: (A). Explain (CREPD) Analysis Or Q. 2: (B). HR metrics and its importance discuss (internal choices with two questions corresponding to the same CO)	CO3	L3,L4,L5
Q. 3: (A). Shinzo model Or Q. 3: (B). Balance Score Card (internal choices with two questions corresponding to the same CO)	CO4	L1 & L6
Q. 4: (A). Methods of Data Collection with example Or Q. 4: (B). Write short notes on Data Cleaning and Data Visualization (internal choices with two questions corresponding to the same CO)	CO2	L3 & L5
<u>SECTION – C</u>		
Read the case and answer the questions		7×02 = 14 Marks
Questions	CO	Bloom's Level
Q. 5: Case Study: Talent Acquisition Metrics at XYZ Corporation	CO5	L3 & L6

XYZ Corporation is a growing e-commerce company with 1,000 employees. The company has been expanding rapidly and, over the past year, they've hired for 100 positions across multiple departments, including marketing, technology, and operations.

The recruitment team at XYZ Corporation is tasked with reducing costs, improving the quality of hires, and shortening the time it takes to fill positions. They've set up a system to measure the effectiveness of their talent acquisition efforts using key TA metrics.

- Job openings filled: 100
- Total recruitment cost: INR 1,60,00,000
- Number of applications received: 2,500
- Number of candidates screened: 600
- Number of candidates interviewed: 200
- Number of offers made: 120
- Number of offers accepted: 100
- Number of Candidates Joined: 90
- Total time taken to fill all positions: 4,500 days (sum of the time to fill each role)
- Number of new hires still employed after 1 year: 80

Recruitment Sources:

- Job boards: 30 hires
- Employee referrals: 40 hires
- Social media: 15 hires
- Career site: 15 hires

Questions:

Q. 5: (A). Calculate the following metrics (1 mark each)

- a. Time-to-Hire
- b. Cost-per-Hire
- c. Offer Acceptance Rate
- d. Candidate Conversion Rate
- e. Quality of Hire
- f. Source of Hire (Maximum % hire source)
- g. Offer to Joining Rate

Q. 5: (B). For a mid size e-commerce company, Suggest measures to be taken to (7 marks)—ANY 2

- a. Reduce the recruitment cost
- b. Improve quality of hire
- c. Shorten time to fill positions

Kindly fill the total marks allocated to each CO's in the table below:

COs	Marks Allocated
CO1	5 Marks
CO2	7
CO3	7
CO4	7
CO5	14

(Please ensure the conformity of the CO wise marks allocation as per your TLEP.)

Blooms Taxonomy Levels given below for your ready reference:

- L1= Remembering**
- L2= Understanding**
- L3= Apply**
- L4= Analyze**
- L5= Evaluate**
- L6= Create**