

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

POST GRADUATE DIPLOMA IN MANAGEMENT (2024-26)
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 12 marks: 6 questions of 2 marks each, Section B carries 18 marks having 3 questions (with internal choice question in each) of 6 marks each and Section C carries 10 marks one Case Study having 2 questions of 5 marks each.

Kindly write the all the course outcomes as per your TLEP in the box given below:

COs	Statement of Course Outcomes	Bloom's Taxonomy
CO-1	Understand and employ appropriate software to record, maintain, retrieve and analyze human resources information (e.g., staffing, skills, performance ratings and compensation information).	Understand- L-2
CO-2	Identify and analyze appropriate internal and external human resource metrics, benchmarks, and indicators.	Determine- L-3 Evaluate – L5
CO-3	Operate relational data bases and make recommendations regarding the appropriate HRIS to meet organization's human resource needs.	Understand- L-2 Distinguish L-4
CO-4	Prepare and appropriately represent an analysis of workforce and talent data to identify trends and other actionable performance information.	Identify – L1 Create-L-6
CO-5	Measure the effectiveness of HR processes and interventions and help transform the HR function from service provider to business enabler.	Apply and Articulate- L3 Devise – L6

SECTION - A

Attempt all questions. All questions are compulsory.

2×6 = 12 Marks

Questions	CO	Bloom's Level
Q. 1: (A). Explaining Predictive Analytics Q. 1: (B). Data Cleaning Techniques Q. 1: (C). Data Vs Intuitive HR decisions Q. 1: (D). Business partnership role of Human Resources Q. 1: (E). Balanced Scorecard Q. 1: (F). HR Dashboard contents	1 & 2	L1 & L2

SECTION – B

All questions are compulsory (Each question has an internal choice. Attempt anyone (either A or B) from the internal choice)

6 x 3 = 18 Marks

Questions	CO	Bloom's Level
Q. 2: (A). What is HR Analytics? How is it different from HR Metrics? <p align="center">Or</p> Q. 2: (B). What is the difference between Statistics and Analytics Q. 3: (A). What are various types of measurement scales for data? Give examples of each scale	3 & 4	L1 & L6

Or								
<p>Q. 3: (B). Explain LAMP framework</p> <p>Q. 4: (A). You are an HR Analytics consultant hired by a mid-sized company with approximately 500-800 employees. The company is experiencing increased turnover rates and wants to understand employee sentiment and identify factors affecting retention and engagement.</p> <p>Prepare a survey form to measure the employee sentiments</p>								
Or								
<p>Q. 4: (B). The value difference between sales rep performance levels are where top performer is +1.5 SD above average, average performer generates value equal to average salary , underperformer is minus 1 SD below average. Replacement cost of top performer is \$50,000</p> <ul style="list-style-type: none"> • Average Sales Rep Salary: \$65,000/year (base + commission) • SDy Estimate: 70% of salary • Performance Metric: Revenue generated, deal closure rate, customer retention <p>Calculate through CREPD method</p> <ol style="list-style-type: none"> 1. How much more value does a top performer generate than an average performer 2. How much will it cost the company for losing a top performer? 								
SECTION - C								
Read the case and answer the questions		5×02 = 10 Marks						
Questions	CO	Bloom's Level						
<p>Q. 5: Case Study: Wiley Solutions is a software development company in Bangalore with 800 employees. The company needs to hire software developers urgently to support new projects. Kritika Sharma, the HR Manager, needs to analyze the recruitment performance for the last quarter.</p> <p>Recruitment Data (Last Quarter: July-Sep 20265) Hiring Summary:</p> <ul style="list-style-type: none"> • Total positions to be filled: 40 software developer roles • Positions successfully filled: 30 • Total applications received: 2,000 • Candidates shortlisted for interviews: 200 • Candidates who attended interviews: 150 • Offers extended: 35 • Offers accepted: 30 <p>Cost Data:</p> <ul style="list-style-type: none"> • Job portal fees: ₹3,00,000 • Recruitment agency fees: ₹9,00,000 • Employee referral bonuses (₹25,000 per hire): ₹2,50,000 • Other costs (assessments, etc.): ₹1,50,000 • Total recruitment cost: ₹16,00,000 <p>Source of Hiring</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 33%;">Source</th> <th style="width: 33%;">Number of Hires</th> <th style="width: 33%;">Cost Spent</th> </tr> </thead> <tbody> <tr> <td>Job Portals</td> <td style="text-align: center;">10</td> <td style="text-align: center;">₹3,00,000</td> </tr> </tbody> </table>	Source	Number of Hires	Cost Spent	Job Portals	10	₹3,00,000	5	L3 & L6
Source	Number of Hires	Cost Spent						
Job Portals	10	₹3,00,000						

Recruitment Agencies	12	₹9,00,000		
Employee Referrals	8	₹2,50,000		

Calculate the following recruitment metrics

Q. 5: (A). (i) What is the overall cost per hire?
(ii) What is the cost per hire for each recruitment source?

Q. 5: (B). (i) What is the selection ratio (percent of application were hired)?
(ii) What is the offer acceptance rate?

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

COs	Question No.	Marks Allocated
CO1	1	6
CO2	1	6
CO3	2 to 3	12
CO4	4	6
CO5	5	5
CO6	5	5

(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