

Roll.No.

24PHRCT3012

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)
Chromepet, Chennai - 600 044.

M.A.HRM - END SEMESTER EXAMINATIONS - NOVEMBER 2025
SEMESTER -III

24PHRCT3012- Introduction to Human Resource Analytics

Total Duration : 2 Hrs. 30 Mins.

Total Marks : 60

Section B

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Explain the key objectives and importance of HR Analytics in modern organizations.
2. Illustrate how organizations can transition from traditional Human Resource Management (HRM) to Human Capital Management (HCM) using HR Analytics frameworks.
3. Analyze the differences between HR process metrics and HR outcome metrics.
4. Demonstrate the process of preparing and cleaning HR data before analysis. Provide suitable examples of data cleaning techniques.
5. Describe the role of Excel, Power BI, and Tableau in enhancing HR analytics reporting and insights.
6. Compare and contrast Business Intelligence, Business Analytics, and Big Data Analytics in the context of HR functions.
7. Write Short notes on Employee feedback analytic.
8. Evaluate how data privacy concerns and change management strategies impact the successful implementation of HR Analytics initiatives in organizations.

Section C

I - Answer any **TWO** questions ($2 \times 10 = 20$ Marks)

9. Critically analyze how poor data quality and improper data preparation can distort HR metrics and lead to wrong strategic decisions.
10. Evaluate the use of statistical modeling in predicting employee turnover. Compare at least two models (e.g., logistic regression vs. decision tree) and assess their effectiveness, interpretability, and limitations in HR contexts.

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11. Elaborate on the different types of the analytic and state the business Outcome of the organization using HR analytic.
12. Design a conceptual HR Analytics dashboard for senior management using Power BI or Tableau. Identify key HR indicators to be displayed, layout design principles, and how the dashboard enables strategic workforce planning decisions.

II - Compulsory question (1 × 10 = 10 Marks)

13. Evaluate the ethical, legal, and organizational implications of integrating AI-driven analytics in HR decision-making. How can organizations balance innovation, privacy, and employee trust while adopting such systems?
