

PGDM 2017-19

Subject: HR Metrics and HR Analytics

Subject Code: DM- 422

Trimester – IV, End-Term Examination: September, 2018

Time allowed: 2 hrs 30 min

Max Marks: 50

Roll No: _____

Instruction: Students are required to write Roll No on every page of the question paper, writing anything except the Roll No will be treated as **Unfair Means**. In case of rough work please use answer sheet.

Students are required to attempt all questions.

1. Organization XYZ has outsourced its recruitment function to two agencies names as KBC and BBC. Every month there is a constant requirement of Managers in the organization. A study was conducted to compare the efficiency of the two recruiting agencies . The HR Head of the organization was of the view that there is no significant difference in the effeciency levels of the two recruiters. The average cost incurred (in thousand) in hiring the candidates every month was chosen as the criteria to assess the efficiency. The data obtained is given below. You are required to check whether the efficiency levels of these two agencies are same or different.
(Data Given in Excel) **(6 marks)**
2. A corporate training institution claimed that its training programme can greatly enhance the efficiency of all call center employees. A big call center sent some of its employees for the training programme. The efficiency was measured by the number of deals closed by each employee in a one- month period. Data was collected for a one month period before sending the employees for the training programme. After the training programme data was again collected on the same employees for one month period. The data is given below. You are required to formulate the hypothesis and check the effectiveness of training programme. Data given in Excel Sheet. **(4 marks)**
3. XYZ Organization after interviewing, select the candidates that come through different channels like socail media & professional networks , Employee referrals, Internal data bank and through print media majorly. The HR manager was interested in knowing whether the selection of candidates is same across these four recruitment channels. You are required to formulate and test hypothesis. Data given in Excel Sheet. **(5 marks)**
4. ABC organization after doing the preliminary survey identified that the revenue generated by a sales person is dependent on three factors majorly, i.e. salary, years of experience in that field and number of days of product specific training apart from environmental factor. The data obtained from 20 sales employees is given. You are required to forecast the revenue generated by a person if his salary is Rs. 60,000 having 7.8 years of experience and taken 6 days of product specific training. Data given in excel sheet. **(5 marks)**
5. After analysing the placement data of last few years, Dean of AOL Business School came to a conclusion that student's placement depends on his/her marks obtained in HSC, SSC, Degree, CAT/XAT Percentile in entrance exam and his/her prior job experience/s. The placement data of the previous year is given below. You are required to predict the probability of placement of a candidate

if he has secured 50% marks in HSC, 65% in SSC, 70% in graduation, 50 percentile in entrance test and having 2years of job experience. **(12 marks)**

6. ABC organization has finally shortlisted four key jobs, named as J1, J2, J3 and J4 for deciding the compensation. The criteria that have been considered for the job evaluation are : Know How, Problem Solving and Accountability. However, the relative importance of these criteria is different. Given the Expert's opinion, you are required to identify which job is the most important one. **(10 marks)**

7. Answer the followings:

i) Which of the following statement is not true? **(8marks)**

- a. The data about data is called Nano data.
- b. Data lies in the heart of Business Intelligence
- c. Anything that is recorded is a data.
- d. None of these.

ii. Age is which type of data?

- a. Nominal
- b. Ordinal
- c. Interval
- d. Ratio

iii. Arrange the following in order

- a. Proactive
- b. Predictive
- c. Strategic
- d. Reactive

iv. Organization M&M hires 50 managers. The expenditure is as follows. Calculate the cost per hire.

Agency Fee = 7 lakh

Advertising Cost = 8 lakh

Referral Bonus = 3.5 lakh

Travel cost= 1.25 lakh

Relocation Cost = 2.85 lakh

Recruiter Cost = 12 lakh

V. The HR Manager of Jubilant Ltd. received the approved job requisition slip for selecting 20 operation managers for their Noida Plant on 3rd January, 2018. He could send the first candidate to Operation Head for interview on 25th of January, 2018. The candidate got selected and job offer was made on 28th of January. But the candidate was in dilemma whether to accept the offer letter or not. He finally accepted the offer on 14th Feb, 2018 and he joined the organization on 1st April. You are required to calculate a) Response time, b) Time to fill and c) Time to start.