

**Birla Institute of Technology & Science, Pilani**  
**Work Integrated Learning Programmes Division**  
**First Semester 2022-2023**

**Mid-Semester Test**  
**(EC-2 Regular)**

Course No. : BA ZC425  
Course Title : HR Analytics  
Nature of Exam : Open Book  
Weightage : 30%  
Duration : 2 Hours  
Date of Exam : 24 September 2022 (Evening)

No. of Pages	= 2
No. of Questions	= 3

**Note to Students:**

1. Please follow all the *Instructions to Candidates* given on the cover page of the answer book.
2. All parts of a question should be answered consecutively. Each answer should start from a fresh page.
3. Assumptions made if any, should be stated clearly at the beginning of your answer.
4. Please use the excel sheet as the data and SPSS/Excel software for computing the output.
5. Refer to Sheet 1 and Sheet 2 in BA ZC425 Mid Semester Test

Q.1Set. (A) Use the excel sheet (refer to excel 1) to calculate the employee turnover rate using an appropriate metric. Assuming that all employee turnover is voluntary in nature, assess the dysfunctional employee turnover from the data provided for Company XYZ. Describe the details of the output sheet with appropriate meaning. [15]

Q.1Set. (B) Use the excel sheet (refer to excel 1) to calculate the employee turnover rate using an appropriate metric. Do you think that the company XYZ is facing 'Infant Attrition'? Support your answer with relevant data insights. Describe the details of the output sheet with appropriate meaning. [15]

Q.2Set. (A) Categorize the following measures as Measures of Efficiency, Effectiveness, or Outcomes/Impact.

- Number of hires,
- Quality of service from recruiter,
- Average cost to hire,
- Increased Innovation
- Fit with Culture
- Increased Sales
- Mobile Workforce
- Employee Loyalty

[10]

Q.2Set. (B) Categorize the following measures as Measures of Efficiency, Effectiveness, or Outcomes/Impact.

- Hires by Level,
- Quality of Hire,
- Fit with the job,
- Performance Improvement Plan
- Contribution to customer satisfaction
- Faster product development cycle
- Improved project quality
- Cost/ job task

[10]

Q.3Set. (A) The excel sheet (refer to excel 1) has issues with missing data, erroneous data entry, and outliers. Clean the data using appropriate measures and s/w. [5]

Q.3Set. (B) Based on your reading of how Unilever has used AI for recruitment (follow the link), <https://www.forbes.com/sites/bernardmarr/2018/12/14/the-amazing-ways-how-unilever-uses-artificial-intelligence-to-recruit-train-thousands-of-employees/> comment on the role of technology in talent management. [5]

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