Graphic Era
HILL UNIVERSITY
Established by an Act of the State Legislature of Uttarakhand (Adhiniyam Sankhya 12 of 2011)
University under section 2(f) of UGC Act, 1956

Term Evaluation (Even) Semester Examination March 2025

Roll no...........................

Name of the Course: B Com (Hons)
Semester: VI
Name of the Paper: HR Analytics
Paper Code: BCH 604 HR11
Time: 1.5 hour   **Maximum Marks:**
50

Note:
   (i)   Answer all the questions by choosing any one of the sub-questions
   (ii) Each question carries 10 marks.

Q1.   CO1 (10 Marks)
a. How would you define HR analytics, and what distinguishes it from traditional HR practices?

OR

b. In what ways can HR analytics contribute to strategic decision-making within an organization?

Q2.   CO2 (10 Marks)
a. Differentiate between descriptive, predictive, and prescriptive analytics within the HR context.

OR

b. Provide an example of how predictive analytics can be utilized to forecast employee turnover.

Q3.   CO1 (10 Marks)
a. What are the primary ethical concerns associated with the collection and analysis of employee data in HR analytics?

OR

b. What are the key considerations when designing a survey to collect employee feedback for HR analytics purposes?

Q4.   CO2 (10 Marks)
a. Why is data cleaning a critical step in the HR analytics process, and what common challenges might arise during this phase?

OR

b. Distinguish between internal and external data sources used in HR analytics, providing examples of each.

Q5.   CO2 (10 Marks)
a. Discuss the advantages of using Tableau for interactive data visualization in HR analytics.

OR

b. In what ways does Power BI facilitate the integration of various data sources for comprehensive HR reporting?