

# KAMARAJ COLLEGE (Autonomous)

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(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

(4 Pages)

Reg. No:.....

Question Code: 26E00719

Course Code: 24PMCO42

PG Degree - End Semester Examinations, April 2026

Fourth Semester

M.COM

Human Resources Analytics

(For those who joined in July 2024 onwards)

Time : 3Hours

Maximum : 75 Marks

## PART - A (10 × 1 = 10 Marks)

Answer ALL Questions

Choose the correct answer :

- CO:1  
K:1
1. Which of the following is considered a major challenge in implementing HR analytics?
- (a) Excess of technology (b) High employee engagement options  
(c) Poor data quality and lack of data literacy (d) Lack of employee data
- CO:1  
K:1
2. Which type of analytics provides recommendations for future scenarios?
- (a) Descriptive (b) Diagnostic  
(c) Predictive (d) Prescriptive
- CO:2  
K:1
3. Which tool is commonly used to analyze and visualize HR data?
- (a) R/R studio (b) MS paint  
(c) Power point (d) None of these above
- CO:2  
K:2
4. Statistical modeling in HR research helps to \_\_\_\_\_.
- (a) Identify hidden patterns in employee data (b) Only visualize data  
(c) Increase manual input of data (d) Remove human bias entirely
- CO:3  
K:2
5. Which metric calculates the expense incurred to replace an employee?
- (a) Turnover rate (b) Time - to -hire  
(c) Cost- per- hire (d) Revenue per employee

- CO:3 6. What is the primary purpose of an HR dashboard?  
K:1
- (a) To store employee personal data (b) To visualize real-time HR data for decision making  
(c) To calculate payroll (d) To conduct performance reviews
- CO:4 7. Which of the following by Big Data characterized in HR?  
K:1
- (a) Volume, Velocity and variety. (b) Speed, Size, and Simplicity.  
(c) Accuracy, Security, and Cost. (d) Reports, Surveys, and Payroll.
- CO:4 8. What is the primary purpose of transforming raw HR data into HR information?  
K:2
- (a) To increase the volume of stored document (b) To provide actionable insight for decision making.  
(c) To replace the HR department with robots (d) To focus only on payroll accuracy.
- CO:5 9. Which phase of predictive analytics involves checking the accuracy of the model against organizational data?  
K:2
- (a) Data cleaning (b) Business understanding  
(c) Evaluation (d) Deployment
- CO:5 10. Which of the following is not a typical step in the predictive modeling process?  
K:1
- (a) Data cleaning (b) Defining objectives  
(c) Manual data entry (d) Model deployment

**PART - B (5 X 5 = 25 Marks)**

**Answer ALL Questions choosing either (a) or (b).**

**Answer should not exceed 250 words.**

- CO:1 11. (a) Discuss the key benefits of HR Analytics.  
K:3

**(OR)**

- (b) Explain the evaluation of HR Analytics.

- CO:2 12. (a) Define HR analytics and its role in data-driven decision making.  
K:3

**(OR)**

(b) Distinguish between data validity and data reliability in HR research.

CO:3 13. (a) Define HR metrics and its importance.

K:4 (OR)

(b) Explain the concept and components of an HR scorecard.

CO:4 14. (a) Discuss the importance of HR data quality.

K:4 (OR)

(b) Explain process of transforming data into HR information.

CO:5 15. (a) What are the different phases of predictive analytics?

K:4 (OR)

(b) What are the uses of software solution in HR predictive modeling?

**PART - C (5 X 8 = 40 Marks)**

**Answer ALL Questions choosing either (a) or (b).**

**Answer should not exceed 600 words.**

CO:1 16. (a) Describe the types HR Analytics.

K:3 (OR)

(b) Explain the challenges in implementing HR Analytics.

CO:2 17. (a) Discuss the HR research tools and techniques.

K:4 (OR)

(b) Describe about statistics and statistical modeling for HR research.

CO:3 18. (a) Describe the different types of HR metrics.

K:5 (OR)

(b) Discuss the principles for designing HR metrics.

CO:4 19. (a) Discuss the process of HR data collection and factors affecting data quality.

K:4 (OR)

(b) Explain the roles of data visualization and root cause analysis in HR analytics.

CO:5 20. (a) Describe the tools & techniques of predictive analytic.

- (b) Discuss about the predictive analytics models for quantitative data.