

**JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA**

**PGDM / PGDM (SERVICE MANAGEMENT)**

**V TRIMESTER (Batch 2021-23)**

**END TERM EXAMINATION, FEBRUARY 2023**

**Set - II**

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| Course Name | **Human Resource Analytics** | Course Code | **20328** |
| Max. Time | **2 Hours** | Max. Marks | **40 MM** |

**Instructions:**

1. All the questions are compulsory and carry 10 marks each.
2. Q.1-3 to be done in **a fresh MS-Word file** (Arial font size 11) while **Q.4 in MS-Excel file** named after Your Name & Roll No.
3. Overall Permissible Plag. is 10%, **Penalty Clause: 11-20% - Minus 5 Marks, Above 20% - Reappear**.
4. Be precise and objective in your answers.

**Q.1** Glow&Grow is an event management organization spanning its business operations across Delhi/NCR region. The company wants to measure the performance of its PR Management Team. The key deliverables of the roles involve:

* Outreach & Global Presence
* Media & Public Enquiry, and
* Organizing Events.

Apply the principles of HR Score Card and propose the relevant metrics for measuring PR Teams Performance with brief guidelines.

**Q.2** The HR Manager of a logistics firm *MoreToDore,* has provided you with the following HR data.

* Revenue for 2021-22 was INR 9000000000, Operating Cost was INR 8000000000, while Labor Cost was INR 4000000000.
* In the beginning of August it had 500 employees while the number of active employees on payroll were 450 at the end of the month. A total of 35 employees bided adieu during the month of August, 2022.
* For its total 1000 employees (800 FTE) its HR Head was concerned over the pressure on HR team to perform, resulting in high workload than there are people to bear it. The current HR team consisted of 10 people (4 FTE) and the HR head wanted to make a case for more HR hiring budget.
* The co.’s HR department had the following HR Expenses for December: Stationery 2,000, Vehicles Maintenance & Petrol 2,000, Mobilephone Bills 1,000, HR Salaries 2,00,000, Misc. 1,000. The HR allocated budget was 2,50,000.

Apply the relevant HR metrics on the above-given cases and interpret the findings.

**Q.3** Toshiba wants to hire Sales Engineers who possess their Engineering degree preferably in Electronics & Communication for developing the business of MRI, USG machines to multi-specialty and super-specialty hospitals in Delhi/NCR. Before doing so, as an HRBP, you have been asked by the CHRO to predict the potential value of candidates. You conducted rigorous research with help of the senior management team and identified five-possible predictor variables viz. Relevant Experience, Cost to Company, Analytical Skill Score, Communication Skill Score, Marketing & Selling Skill Score assessed during the recruitment process. The below table shows the result of multiple linear regression of five independent variables for Employee Value as the dependent variable**.**

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| **Variable Name** | **Coefficient** | **P-value** |
| Intercept | -200362.64 | 0.001 |
| Relevant Experience | -20819.62 | 0.066 |
| Cost To Company | 2.53 | 0.006 |
| Analytical Skill Score | 4781.36 | 0.053 |
| Communication Skill Score | 27301.15 | 0.024 |
| Marketing & Selling Skill Score | 17920.35 | 0.018 |

Considering the results at 95% confidence level, apply the Regression Technique for the following:

1. Independent variable(s) having a significant relation with Employee Value for good hiring.
2. Predicted employee value of a candidate who has applied for the post of Sales Engineer with 3 yrs. of experience, demanding a salary of $56,000. The candidate was given: Analytical Skill Score(7), Communication Skill Score(6), and Marketing & Selling Score(7) during the interview process.
3. Predicted employee value of another candidate who has applied for the same post with 5 yrs. of experience, demanding a salary of $60,000. The candidate was given: Analytical Skill Score(6), Communication Skill Score(4), and Marketing & Selling Score(9) during the interview process.
4. The Logic behind the selection of the candidate. Other considerations besides “VALUE”, which may improve/change your decision.

**Q.4** EatON, a unique Biryani serving restaurant of Allahabad is all set to start its Delhi operations at Nehru Place. On the basis of the estimated footfall of customers during the week (the restaurant will be open for all seven days) it estimates that on Monday through Sunday it would require a minimum of 17, 13, 15, 19, 14, 16, and 11 stewards respectively. The matrix given below depicts the stewards' roster wherein they work for 5 days a week and avail two straight days "week offs". Stewards’ work week starts on each day (1=Mon, 2=Tue and so on…) are highlighted green, while white cells are weekly off for them:

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Given the number of stewards available for each day of the week, apply optimization technique using MS Solver to determine the number of stewards you should hire to meet the demand and do effective scheduling.

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