

IMBA in BI/IB/APR Sem.-9 Examination

BI

HRA

Time : 2.30 Hours]

January-2026

[Max.Marks : 70

- Instructions :** (1) This paper contains FIVE questions.
 (2) All questions are compulsory.
 (3) Question No.2, 3, 4 have internal options.
 (4) Figures in the right side in parenthesis indicate marks.

- Q.1** Explain the concepts of *Employee Attrition* and *Retention*. Describe the key elements and the potential impact of attrition on organizational performance and business. (14)
- Q.2 (A)** As an HR Analyst, highlight why visualization and storytelling matter. Illustrate Any four visual charts or storyboards and describe when to use each one. (07)
- Q.2 (B)** What are the five key reasons which have changed the approach in digital exchange of learning? (07)
- OR**
- Q.2** Describe how to clean and organize HR data properly. What are the basic rules to follow, and what mistakes should be avoided? (14)
- Q.3** Describe in detail factorial Scale of efficiency in HR Analytics and what are the key applications of the efficiency factors for HR Analytics Practitioners? (14)
- OR**
- Q.3** What are the critical hiring perspective for assessing a candidate's interest and alignment with the job role? Additionally, discuss the key elements and factors that should be evaluated before hiring? (14)
- Q.4** What would be key factors for improving performance Culture within an Organization? (14)
- OR**
- Q.4** What are the key factors to remember while designing Compensation/ remuneration? (14)
- Q.5** Define Concepts/formula for following HR Analytics and Metrics: (14)
- (a) Time to Hire
 - (b) Offer Acceptance Rate
 - (c) DAS/ MAS
 - (d) Goal Effort Score
 - (e) Net Promoter Score
 - (f) Salary Differential
 - (g) Compa Ratio

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