



MBA DEGREE EXAMINATIONS: NOV/DEC 2023

(Regulation 2021)

First Semester

MASTER OF BUSINESS ADMINISTRATION

P21MBE0173 : AI - HRIS

COURSE OUTCOMES

CO1: Demonstrate the knowledge of AI – HRIS concepts.

CO2: Interpret the impact of AI – HRIS concepts for Organisational development.

CO3: Demonstrate an Understanding AI & HRIS tools.

CO4: Identify and strategically formulate reports.

Time: Two Hours

Maximum Marks: 50

PART A (1 x 10 = 10 Marks)

1. GlobalTech Solutions, a multinational corporation, sought to revolutionize its HR processes through the strategic integration of Artificial Intelligence (AI) and advanced Information Systems. Leveraging machine learning algorithms, the organization streamlined recruitment, providing HR professionals with insightful candidate profiles for informed decision-making. The implementation extended to onboarding and training, where personalized materials were generated using AI, and performance management was enhanced through real-time analytics. Addressing employee well-being, an AI-driven sentiment analysis system monitored interactions, contributing to proactive measures for engagement and retention. Predictive analytics empowered HR leaders to make strategic decisions based on workforce trends. CO3 [K₆]

In light of GlobalTech's transformative journey, elaborate on how can organizations balance the benefits of data-driven decision-making when leveraging advanced technologies for talent management across the employee life cycle.

PART B (5 x 2 = 10 Marks)

2. Define Artificial Intelligence. CO1 [K₁]
3. Name four risks of using AI tools. CO2 [K₁]
4. How can you mitigate bias when using AI in HRIS? CO1 [K₁]

- 5. Recall predictive HR Analytics. CO1 [K₁]
- 6. Explain workforce analytics. CO1 [K₂]

PART C (3 x 10 = 30 Marks)

- 7. a Pioneer Innovations sought to enhance talent management strategies and boost organizational development through the strategic use of HR analytics. The implementation began with the application of fundamental statistical tools, including descriptive statistics, regression and correlation analysis, to key HR metrics. In the realm of recruitment, Pioneer utilized these tools to analyze the efficacy of various sourcing channels, calculating average time-to-fill positions and success rates. For performance management, statistical measures were employed to assess performance trends, while employee surveys provided data for analyzing engagement and satisfaction. CO3 [K₆]
 - a. Discuss the specific statistical tools that can be used in HR analytics in recruitment, performance management, and employee engagement. Provide examples from the case study to illustrate how these tools have contributed to talent management and organizational development.
 - b. Justify the different software that can be used to conduct workforce analytics. CO3 [K₅]
- 8. a In adopting Artificial Intelligence (AI) for HR practices, DEF Enterprises prioritized responsible and ethical usage to ensure a positive impact on both employees and the organization. The company implemented AI in talent acquisition to enhance diversity and mitigate biases in recruitment processes. Emphasizing transparency, DEF utilized AI algorithms for performance evaluations but ensured human oversight to prevent unintended consequences. Additionally, the organization invested in robust cybersecurity measures to protect sensitive employee data processed by AI tools. This commitment to responsible AI extended to continuous employee education on the ethical implications of AI in HR. Critically analyze DEF Enterprises' case to explore the challenges and benefits of responsible AI usage in HR and answer. CO2 [K₆]

How can organizations strike a balance between AI-driven efficiency and ethical considerations, especially in performance evaluations?

 - b Propose the different strategies HR departments can adopt to foster a culture of transparency and trust in the responsible implementation of AI tools. CO2 [K₆]

9. a Global Dynamics, a multinational corporation operating in diverse industries, CO3 [K6] sought to revolutionize its Human Resources (HR) management to align with modern business needs. In a bid to enhance decision-making, improve workforce planning, and boost employee engagement, the organization embarked on the implementation of a comprehensive Corporate HR Dashboard and reporting system. Global Dynamics aimed to consolidate critical HR data into a user-friendly dashboard accessible to key stakeholders. The dashboard was designed to provide real-time insights into key performance indicators (KPIs) related to recruitment, employee performance, talent development, and overall organizational health.

Predict how can the dashboards be used for the benefit of different HR functions.

- b Elaborate with examples of the different charts that can be used in the HR CO4 [K6] dashboard and HR reports.
