

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION DECEMBER 2023
(Fifth Semester)

Branch – BUSINESS ADMINISTRATION (INFORMATION SYSTEM)

DISCIPLINE SPECIFIC ELECTIVE – I :
BASICS OF BUSINESS ANALYTICS

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

- 1) What is the primary goal of business analytics?
 - (i) To predict future business
 - (ii) To summarize historical data
 - (iii) To streamline organizational structure
 - (iv) To automate routine tasks
- 2) Which of the following is a popular business intelligence tool?
 - (i) Tableau
 - (ii) Python
 - (iii) HTML
 - (iv) SQL
- 3) What role does business analytics play in measuring marketing Return on Investment (ROI) ?
 - (i) By managing marketing team performance
 - (ii) By automating marketing strategies
 - (iii) By analysing marketing campaign data and calculating ROI
 - (iv) By generating marketing reports
- 4) What does ETL stand for in the context of data warehouse?
 - (i) Extract, Transform, Load
 - (ii) Extract, Transmit, Load
 - (iii) Encrypt, Transfer, Load
 - (iv) Extract, Transfer, Log
- 5) Which of the following is a common standard element in a business report?
 - (i) Executive summary
 - (ii) Unstructured data
 - (iii) Random data points
 - (iv) varied data visualization types

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

6. a) Explain the purpose of using IT in business.
OR
b) Bring out the characteristics of Structured data.
7. a) Describe the benefits of Business Intelligence.
OR
b) Narrate the significance of business analytics.
8. a) Analyse the application of BA in marketing industry.
OR
b) Explain the steps of business analytics process.

Cont...

9. a) Classify the need for data warehouse.
OR
b) Explain the types of data model.
10. a) Outline the role of metrics in enterprises reporting.
OR
b) Explain about balanced Score Cards.

SECTION – C (30 Marks)

Answer **ALL** questions
ALL questions carry **EQUAL** Marks (5 x 6 = 30)

11. a) Explain the type of digital data.
OR
b) Outline the issues and challenges faced by the business enterprises.
12. a) Explain data model for OLTP & OLAP.
OR
b) Outline the skill equivalent for BI.
13. a) Enumerate the future of BA.
OR
b) Elucidate the relation of BA and organization decision.
14. a) Outline the data integration technologies.
OR
b) Discuss in detail data modeling techniques.
15. a) Discover the role and performance of metrics
OR
b) Describe the significance of dashboard.

Z-Z-Z

END