

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2024
(Fifth Semester)

Branch – BUSINESS ADMINISTRATION (INFORMATION SYSTEMS)

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) Which type of analytics focuses on summarizing past data to understand historical pattern and trends?
i) Descriptive analytics ii) Predictive analytics
iii) Predictive analytics iv) Diagnostic analytics
- 2) What does OLAP technology allow in business intelligence?
i. Real-time data streaming
ii. Complex analysis of multidimensional data
iii. Data extraction from external sources
iv. Data storage in a flat file format
- 3) How often is a typical data warehouse refreshed with new data?
i) Daily ii) Weekly iii) Monthly iv) Quarterly
- 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 how to extract information from stored business data.
OR
b) Discuss the characteristics of structured data and unstructured data.
7. a) Explain in detail the types of analytics with example.
OR
b) Outline the role of OLTP in analytics.
8. a) Discuss about business analytics process.
OR
b) Describe the relationship of business analytics process and organization decision.

Cont...

9. a) Explain the need for data warehouse.
OR
b) Discuss about data profiling.
10. a) Outline the role of metrics in enterprises reporting.
OR
b) Write about balanced scorecards.

SECTION – C

Answer **ALL** questions

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

11. a) categorize structured data Vs unstructured data Vs semi structured data.
OR
b) Outline the issues and challenges faced by the business enterprises.
12. a) describe the data model of OLTP and OLAP.
OR
b) Discuss the component of business intelligence.
13. a) Illustrate with example application of business analytics in HR industry.
OR
b) Elucidate the relation of BA and organization decision.
14. a) Enumerate the data modeling techniques used in business analytics.
OR
b) Explain the data integration technologies.
15. a) Demonstrate the purpose of metrics.
OR
b) Describes the significance of dashboard.

Z-Z-Z END