

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BA DEGREE EXAMINATION MAY 2025
(Sixth Semester)

Branch – ECONOMICS
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 In modern era, business intelligence is evolved with
(i) Information System (ii) Information Technology
(iii) Business Analysis (iv) Business Analytics
- 2 Historical data of an enterprise is as like as
(i) Heart (ii) DNA
(iii) Brain (iv) Lungs
- 3 What does Data Profiling help with in Business Analysis?
(i) Designing marketing campaigns (ii) Formatting Reports
(iii) Identifying data inconsistencies & errors (iv) Hiring employees
- 4 Which function in spread sheet tells how many numeric entries are there?
(i) NUM (ii) SUM
(iii) RANK (iv) COUNT
- 5 OLTP stands
(i) Online Time processing (ii) Online Transaction Processing
(iii) Offline Transaction Processing (iv) Online Type of Processing

SECTION - B (15 Marks)

Answer ALL Questions

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

- 6 a Outline the evolution of Business Analysis.
OR
b Explain the uses of Data in Business Analytics.
- 7 a Describe the functions and organization structure of Business Enterprises.
OR
b Explain the component framework of Business Intelligence.
- 8 a Narrate the Data Modeling
OR
b State types of digital data.
- 9 a Bring out Add-ins and its use in Business Analytics.
OR
b Summarize the functions of Break-Even Analysis in excel and its importance in business.
- 10 a Describe forecasting in economic analysis.
OR
b State the characteristic features of Data pine

Cont...

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Enumerate the nature and scope of Business Analytics.
OR
b Differentiate Business Analysis and Analytics.
- 12 a Elucidate the applications, roles & responsibilities of BI.
OR
b Explain the enterprise applications ERP & CRM in IT applications
- 13 a Discuss the needs and approaches of Data Integration.
OR
b Identify the need for Data Warehousing.
- 14 a Discuss the methods and use of Pivotal Table and Chart.
OR
b Infer the functions of Correlation and Trend lines in Business Analytics with example.
- 15 a Enumerate Data Modeling and ETL tool.
OR
b Differentiate OLTP and OLAP.

Z-Z-Z

END