

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION DECEMBER 2025
(Sixth Semester)

Branch – **BUSINESS ADMINISTRATION (INFORMATION SYSTEM)**

MAJOR ELECTIVE COURSE – II 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 of the following mean raw facts, figures, values or instructions with no specific meaning by themselves?

| | |
|---------------|------------------------|
| (i) Data | (ii) Information |
| (iii) Meaning | (iv) None of the above |

2 Identify which application programs include Business intelligence (BI)?

| | |
|----------------------|--------------------|
| (i) Decision Support | (ii) Data Mining |
| (iii) OLAP | (iv) All the above |

3 Which of these results in Business analytics?

| | |
|------------------------------|----------------------------|
| (i) Evidence Based Decisions | (ii) Data Driven Decisions |
| (iii) Better Decisions | (iv) All the above |

4 What is the aim of Data Mining?

| | |
|--------------------------------|------------------------------|
| (i) Extracting the information | (ii) Aids in Decision Making |
| (iii) Extracting raw data | (iv) Both A & B |

5 Which uses a clean interface to provide data?

| | |
|-----------------|-----------------|
| (i) Dashzen | (ii) Ducksboard |
| (iii) Klipfolio | (iv) Dash |

SECTION - B (15 Marks)

Answer ALL Questions

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

6) (a) Outline the key purpose of using IT in business process?
(OR)

(b) Describe how to extract information from stored structured data?

7) (a) Discuss the components of Business Intelligence?
(OR)

(b) Compare the features of OLTP and OLAP?

Cont...

8) (a) Describe the relationship of business analytics process and organization decision?
(OR)
(b) Discuss about business analytics process.

9) (a) Explain the significance of data quality.
(OR)
(b) Classify the various types of data model.

10) (a) Demonstrate the purpose of metrics.
(OR)
(b) Describe the significance of dashboard?

SECTION -C (30 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** Marks $(5 \times 6 = 30)$

11) (a) Categorize the various types of data according to their nature?
(OR)
(b) Highlights the characteristics of Semi structure data and unstructured data?

12) (a) Elaborate the role of OLTP in analytics?
(OR)
(b) Illustrate the various reports that can be generated from OLAP operations with suitable examples?

13) (a) Analyse the various business analytics application used in industries? Illustrate with examples?
(OR)
(b) Explain the relation of business analytics process and organization decision?

14) (a) Demonstrate the need for Data Warehouse?
(OR)
(b) Enumerate the data modelling Techniques used in business analytics?

15) (a) Discuss the significance of role of metrics and KPI's in business analytics?
(OR)
(b) Summarize the various types of dashboard and illustrate with the creation of dashboard?

Z-Z-Z END