

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 x 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