

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BA DEGREE EXAMINATION MAY 2026
(Sixth Semester)

Branch - **ECONOMICS**

BUSINESS ANALYTICS

Maximum: 75 Marks

Time: Three Hours

SECTION-A (10 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	What is the primary definition of business analysis? (i) Applying statistical tools to customer data (ii) Using intuition to set business goals (iii) Enabling change by defining needs and recommending solutions (iv) Managing the IT infrastructure of an organization	K1	CO1
	2	If a company compares current performance with past data to find causes, it is (i) Predictive analytics (ii) Diagnostic analytics (iii) Prescriptive analytics (iv) Descriptive analytics	K2	CO1
2	3	Which of the following best differentiates ERP and CRM? (i) ERP focuses on internal processes; CRM focuses on customers (ii) ERP focuses only on marketing (iii) CRM manages finance (iv) Both are identical	K1	CO2
	4	Creating a customer loyalty program using CRM insights demonstrates (i) Data storage (ii) Application of analytics for business strategy (iii) Data deletion (iv) Hardware usage	K2	CO2
3	5	Why is data modelling important? (i) It increases data size (ii) It helps in understanding and organizing data (iii) It deletes data (iv) It replaces databases	K1	CO3
	6	Proposing improvements to data quality processes reflects (i) Remembering (ii) Creating solutions (iii) Observing (iv) Copying	K2	CO3
4	7	Break-even analysis helps to determine (i) Maximum profit (ii) Point where total cost equals total revenue (iii) Total investment (iv) Tax amount	K1	CO4
	8	Calculating future value using interest rates in Excel is part of (i) Economic analysis (ii) Financial analysis (iii) Data modelling (iv) Networking	K2	CO4
5	9	Which tool is mainly used for statistical analysis? (i) Tableau (ii) Datapine (iii) R Studio (iv) MySQL	K1	CO5
	10	OLTP stands for (i) Online Transaction Processing (ii) Online Technical Processing (iii) Offline Transaction Processing (iv) Online Table Processing	K2	CO5

Cont...

SECTION - B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Evaluate the importance of Business Analytics in modern organizations.	K1	CO1
		(OR)		
	11.b.	Differentiate between Business Analysis and Business Analytics.		
2	12.a.	Discuss the applications of Business Intelligence in organizations.	K6	CO2
		(OR)		
	12.b.	Describe the organization, functions, and core business processes of a business enterprise.		
3	13.a.	Define data and digital data. Explain the types of digital data.	K1	CO3
		(OR)		
	13.b.	Describe data integration and approaches to data integration.		
4	14.a.	Define descriptive statistics and list its key measures.	K1	CO4
		(OR)		
	14.b.	Analyze the importance of correlation and trend line in data analysis.		
5	15.a.	List and define the main types of analytical software tools used in business analytics.	K1	CO5
		(OR)		
	15.b.	Compare the use of Python and R Studio in business analytics.		

SECTION - C (30 Marks)Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Explain the role of a Business Analyst and provide an overview of typical Business Analysis activities	K2	CO1
2	17	Define key enterprise applications like ERP and CRM, and outline the core components of Business Intelligence (BI).	K1	CO2
3	18	Explain the business view of IT applications in supporting organizational functions and core processes.	K2	CO3
4	19	Define digital data types and list the basic terms used in data modeling.	K1	CO4
5	20	Design an analytical framework using these tools for Flipkart/Amazon-style business analysis, incorporating OLTP/OLAP.	K5	CO5

Z-Z-Z

END