

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2026
(Sixth Semester)

Branch – BUSINESS ADMINISTRATION (INFORMATION SYSTEM)

MAJOR ELECTIVE COURSE – II
BASICS OF BUSINESS ANALYTICS

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

All Questions are Multiple Choice

Module No.	Question No.	Question	K Level	CO
1	1	Semi-structured data is best represented by: (i) Tables (ii) XML files (iii) Relational databases (iv) Spreadsheets	K1	CO1
	2	Information users mainly require information that is: (i) Delayed (ii) Irrelevant (iii) Accurate and timely (iv) Unprocessed	K2	CO1
2	3	Business Intelligence helps organizations to: (i) Eliminate data (ii) Improve strategic decisions (iii) Increase manual work (iv) Reduce reporting	K1	CO2
	4	OLTP systems are mainly used for: (i) Analysis (ii) Reporting (iii) Day-to-day transactions (iv) Data mining	K2	CO2
3	5	Business Analytics is closely related to: (i) Guesswork (ii) Statistical analysis (iii) Hardware maintenance (iv) Networking	K1	CO3
	6	Analytics in HR is mainly used for: (i) Employee performance analysis (ii) Product pricing (iii) Market expansion (iv) Sales forecasting	K2	CO3
4	7	Data warehouse is mainly designed for: (i) Operational processing (ii) Analytical processing (iii) File storage (iv) Data entry	K1	CO4
	8	Data profiling is used to: (i) Clean data (ii) Understand data quality (iii) Store data (iv) Delete data	K2	CO4
5	9	Metrics are used to: (i) Measure activities (ii) Store information (iii) Design reports (iv) Transfer data	K1	CO5
	10	What is the primary purpose of a KPI? (i) To Track personal tasks (ii) To measure how well a business in achieving its goals (iii) To create project documentation (iv) To manage project budget only	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.	Explain structured and unstructured data.	K2	CO1
		(OR)		
	11.b.	Discuss the characteristics of digital data.		
2	12.a.	Elaborate the applications of BI.	K2	CO2
		(OR)		
	12.b.	Differentiate between OLTP and OLAP.		
3	13.a.	Describe the analytics applications in marketing.	K4	CO3
		(OR)		
	13.b.	Discuss the future of business analytics.		
4	14.a.	Explain data marts.	K4	CO4
		(OR)		
	14.b.	Elaborate data modeling techniques.		
5	15.a.	Explain how enterprise reporting is done?	K4	CO5
		(OR)		
	15.b.	Discuss balanced scorecard approach.		

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 purpose of IT in business and application development approaches	K3	CO1
2	17	Elaborate Business Intelligence benefits and BI skill requirements.	K4	CO2
3	18	Describe Business Analytics process and its role in decision making.	K3	CO3
4	19	Brief data modeling basics and types of data models.	K4	CO4
5	20	Explain KPIs, dashboards and enterprise reporting practices.	K3	CO5

Z-Z-Z END