

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BBA DEGREE EXAMINATION MAY 2026
(Second Semester)**

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

BUSINESS ANALYTICS USING SPREADSHEETS

Time: Three Hours

Maximum: 75 Marks

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	Which Excel feature is used to automatically fill a series of values? a) Header & Footer b) Auto Fill c) Conditional Formatting d) Pivot Table	K1	CO1
	2	Which function is used to perform logical tests in Excel? a) SUM b) IF c) COUNT d) TEXT	K2	CO1
2	3	Pivot Tables are mainly used for: a) Data entry b) Data summarization c) File storage d) Formatting	K1	CO2
	4	Which function adds values based on a condition? a) SUM b) SUMIF c) COUNT d) AVERAGE	K2	CO2
3	5	VLOOKUP is used to: a) Sort data b) Search values vertically c) Apply filters d) Create charts	K1	CO3
	6	Which option helps view multiple parts of a worksheet at once? a) Freeze panes b) Split window c) Hyperlink d) Filter	K2	CO3
4	7	Structured data is best represented in: a) Images b) Tables c) Videos d) Audio files	K1	CO4
	8	Data visualization in Excel mainly uses: a) Charts b) Macros c) Hyperlinks d) Formulas	K2	CO4
5	9	Business Analytics mainly supports: a) Guesswork b) Decision making c) File management d) Hardware control	K1	CO5
	10	Analytics application in HR focuses on: a) Product pricing b) Employee performance c) Inventory control d) Sales forecasting	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 worksheet basics in Excel.	K2	CO1
		(OR)		
	11.b.	Brief the different types of Excel functions.		
2	12.a.	Describe the Pivot Tables in detail.	K3	CO2
		(OR)		
	12.b.	Elaborate the charts and slicers in Excel.		
3	13.a.	Differentiate between VLOOKUP and HLOOKUP.	K3	CO3
		(OR)		
	13.b.	Discuss sorting and filtering in Excel.		
4	14.a.	Explain the different types of digital data	K2	CO4
		(OR)		
	14.b.	Describe data visualization tools in Excel		
5	15.a.	Discuss Business Analytics applications in finance.	K2	CO5
		(OR)		
	15.b.	Illustrate the future of Business analytics.	K4	CO5

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 Excel formulas, functions and conditional formatting	K2	CO1
2	17	Give an Overview of creation and manipulation of Pivot Tables with examples.	K3	CO2
3	18	Elaborate the various types of data analysis tools in Excel.	K3	CO3
4	19	Discuss the Business Analytics concepts and role of statistics.	K2	CO4
5	20	Describe Business Analytics applications in functional areas and industries.	K4	CO5

Z-Z-Z

END