

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BA DEGREE EXAMINATION DECEMBER 2022
(Third Semester)

Branch – **ECONOMICS**

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. The first step in the business analytic process is
 - (i) Determine the needs of the business
 - (ii) Collect the data
 - (iii) Predict the outcome
 - (iv) Analyze the data
2. The objective of Business Intelligence is
 - (i) To support decision-making and complex problem solving.
 - (ii) To support information gathering.
 - (iii) To support data collection.
 - (iv) To support data analysis.
3. _____ is the outcome of extraction and processing activities carried out on data.
 - (i) Knowledge
 - (ii) Information
 - (iii) Data
 - (iv) Raw Data
4. What dialog box allows you to change a field name in a PivotTable?
 - (i) Field Options
 - (ii) Field Pane
 - (iii) Field Settings
 - (iv) Field Structure
5. In a week the prices of a bag of rice were 350, 280, 340, 290, 320, 310, 300. The range is
 - (i) 60
 - (ii) 90
 - (iii) 70
 - (iv) 100

SECTION - B (15 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks

(5 x 3 = 15)

6. a) What are the objectives of business analysis?
(or)
b) Explain the evolution of business analytics.
7. a) State the various enterprise applications in business analysis.
(or)
b) What are the responsibilities of business intelligence?
8. a) What are the types of digital data?
(or)
b) Write a short note on data profiling.
9. a) State the concept of data queries
(or)
b) How to create pivot chart in Excel?

Cont...

10. a) Write the steps to fit a trend line in Microsoft excel.
(or)
b) Write a short note on OLTP.

SECTION -C (30 Marks)
Answer ALL questions
ALL questions carry EQUAL Marks (5 x 6 = 30)

11. a) Describe the role of business analysis in decision making.
(or)
b) Write an overview on business analysis activities.
12. a) Examine the components of business intelligence.
(or)
b) Discuss the organization and functions of business enterprises.
13. a) Describe the types of data model.
(or)
b) Explain the various approaches to data integration.
14. a) Discuss the functions of Microsoft excel for data analysts.
(or)
b) Explain the types of chart to visualize data.
15. a) How is Excel used by financial analysts is it considered to be an important tool?
(or)
b) Discuss the application of descriptive statistics in analyzing and making decisions about data.

Z-Z-Z

END