

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BA DEGREE EXAMINATION MAY 2022
(Third Semester)

Branch – ECONOMICS

BUSINESS ANALYTICS

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10 x 1 = 10)

1. SAS represents to
 - (a) Statistical Package for Science
 - (b) Statistical Analysis Software
 - (c) Software for Statistical Analysis
 - (d) Social Auditing Software

2. ERP refers to
 - (a) Entrepreneur Resource Programme
 - (b) Entrepreneurship Requirement Programme
 - (c) Enterprises Resource Planning
 - (d) Entrepreneur Resource Process

3. This is a broad category of applications and technologies for gathering, storing, analysing and providing access to data to help enterprise users make better business decisions.
 - (a) best practice
 - (b) data mart
 - (c) business information warehouse
 - (d) business intelligence

4. Poor data quality leads to
 - (a) Bad Decision
 - (b) Bad Business
 - (c) Bad opinion
 - (d) All the above

5. The process of statistically examining and analyzing the data objects and their relationships is called _____.
 - (a) Data Modelling
 - (b) Data Collection
 - (c) Data Profiling
 - (d) Data Integration

6. In MS – Excel, the formula starts with the symbols
 - (a) #
 - (b) =
 - (c) @
 - (d) \$

7. Identifying Logical Function
 - (a) SUM
 - (b) COUNT
 - (c) CONVERT
 - (d) NOT

8. LOOKUP Function is used to

Cont...

- (a) Get a specified Record
(b) Get all the Record
(c) Delete a Specified Record
(d) Delete all the Records
9. The long term movement in Data is
(a) Seasonal
(b) Secular trend
(c) Cyclical
(d) None of the above
10. The difference between the largest and the smallest value of the given data is
(a) Range
(b) Variation
(c) Standard Deviation
(d) None of the above

Section – B (5x5=25 marks)
Answer ALL Questions
All Questions Carry EQUAL Marks

11. (a) Define the term Business Analysis.
(Or)
(b) Differentiate Business Analysis and Business Analytics.
12. (a) Describe the various types of digital data in Business Analytics.
(Or)
(b) Explain the term CRM.
13. (a) Discuss the advantages of Data Warehouse.
(Or)
(b) Mention the characteristics of big data.
14. (a) How do you use LOOKUP functions in Excel.
(Or)
(b) Analyse the concept of pivot tables.
15. (a) Differentiate between OLTP and OLAP.
(Or)
(b) Explain the concept of Break – even point.

SECTION – C (5x8=40 marks)
Answer ALL Questions
All Questions Carry EQUAL Marks

16. (a) Examine the scope and importance of Business Analytics.
(Or)
(b) Discuss the objectives of Business Analytics.
17. (a) Explain the organisational structure, function and process of Business Enterprises.
(Or)

(b) Evaluate the role and responsibilities of Business Intelligence.

18. (a) Analyse the data quality and its dimensions.

(Or)

(b) Explain the various types of data modelling.

19. (a) Point out the various formula in MS-Excel.

(Or)

(b) Discuss the different types of charts available in MS-Excel for visualizing the data.

20. (a) Describe the various forecasting methods.

(Or)

(b) Examine the significance of financial analysis in Business Analytics.

2-2-2

END