PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BA DEGREE EXAMINATION MAY 2024
(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   Business intelligence (BI) is a broad category of application programs which includes _____
    (i)   Decision support   (ii)   Data mining
    (iii) OLAP   (iv)   All of the above

2   ERP it means
    (i)   Enterprises Resource Planning (ii)   Enterprises Revenue Planning
    (iii) Export Resource Planning   (iv)   All the above

3   Data in ____ bytes size is called big data
    (i)   Mega   (ii)   Giga
    (iii) Tera   (iv)   Peta

4   What type of data should the Y variable be in a binary Regression?
    (i)   Discrete   (ii)   Random
    (iii) Continuous   (iv)   None of these

5. Financial statements of a company include
    (i)   Balance Sheet   (ii)   Profit or Loss Account
    (iii) Cash Flow Statements   (iv)   All of the above

SECTION - B (15 Marks)
Answer **ALL** Questions
ALL Questions Carry **EQUAL** Marks   (5 x 3 = 15)

6   a. Define Business Analysis.
                        OR
    b. State the objectives of Business Analytics.

7   a. Outline a note on Business Enterprises.
                        OR
    b. Bring out the components of Business Intelligence framework.

8   a. Summarise the Digital Data.
                        OR
    b. Analyse the Data source.

9   a. Develop the basic Excel Skills.
                        OR
    b. Show Add-ins and its use in Business Analytics.

10 a. Narrate Economic Analysis.
                        OR
    b. Analyse the Present Value in Financial Analysis.

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

11 a. Discuss the roll of Business Analysis.

OR

b. Examine the Evaluation of Business Analysis.

12 a Highlight Enterprise Applications (ERP & CRM) in IT.

OR

b. Identify the roles of Business Intelligences.

13 a. Discuss the approaches to Data Integration.

OR

b. Classify types of Data Modeling.

14 a Elucidate Logical functions.

OR

b. Summarise the statistical method uses of summarizing Data.

15 a Assume the measures Descriptive Statistics.

OR

b Analyse the growth analysis of Forecasting method.

Z-Z-Z   END