

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BBA DEGREE EXAMINATION DECEMBER 2022  
(Fifth Semester)

Branch – BUSINESS ADMINISTRATION (INFORMATION SYSTEM)

**DISCIPLINE SPECIFIC ELECTIVE-I:**  
**BASICS OF 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 Data Analysis is a process of \_\_\_\_\_.  
(i) Inspecting data (ii) Data cleaning  
(iii) Transforming of data (iv) All the above
- 2 The dependent and Independent variable of data should be \_\_\_\_\_.  
(i) Qualitative (ii) Quantitative  
(iii) Neither a nor b (iv) None of these
- 3 \_\_\_\_\_ refers to the ability to turn your data useful for business.  
(i) Value (ii) Variety  
(iii) Velocity (iv) none of these
- 4 OLTP stands for \_\_\_\_\_.  
(i) Offline transaction processing (ii) Online Transaction processing  
(iii) Outline traffic processing (iv) None
- 5 \_\_\_\_\_ tool supports the creative and documentation of model.  
(i) Data cleaning (ii) Data modeling  
(iii) Big data (iv) Analytical mining
- 6 Data integration is \_\_\_\_\_.  
(i) Homogeneous (ii) Heterogeneous  
(iii) Both a & b (iv) None of these
- 7 Data transformation is the process of transforming data into the appropriate required form.  
(i) Data mining (ii) Data mining  
(iii) Data modeling (iv) Data Analytical
- 8 \_\_\_\_\_ is not generally updated in real time.  
(i) Online Data (ii) Data Interpretation  
(iii) Data Ware house (iv) Big Data
- 9 The balanced score card is a strategic planning and \_\_\_\_\_ system.  
(i) Management (ii) Marketing  
(iii) Financial (iv) Technical
- 10 KPI stands for \_\_\_\_\_.  
(i) Knowledge processing Indicator (ii) Key processing Indicator  
(iii) Knowledge processing Input (iv) Key performance Indicator

Cont...

**SECTION - B (35 Marks)**

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 7 = 35)

- 11 a Explain the purpose of using IT in Business.  
OR  
b Describe the following a ) structured data b) un structured data  
c) semi structured data.
- 12 a Explain the overview of Business Intelligence.  
OR  
b Explain the role of statistics in analytics.
- 13 a Narrate the process involved in Business Analytics.  
OR  
b Application of Business Analytics in Industries – Explain.
- 14 a Explain the need for data warehouse.  
OR  
b Classify the various types of data model.
- 15 a Explain the role metrics in business analytics.  
OR  
b Explain the various types of Enterprise report.

**SECTION - C (30 Marks)**

Answer any THREE Questions

ALL Questions Carry EQUAL Marks (3 x 10 = 30)

16. Explain the types of Digital Data.
17. Discuss the characteristics, issues and challenges of OLTP And OLAP.
18. Enumerate the future of Business Analytics.
19. Examine the types of Data Model.
20. Summarize various types of dashboard and illustrate with the creation of dash board.

Z-Z-Z

END