

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BA DEGREE EXAMINATION DECEMBER 2019
(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 Objective of business analytics is
 - (i) Predict future
 - (ii) To know the past performance
 - (iii) Both (i) & (ii)
 - (iv) Know to the functions and process
- 2 CRM refers to
 - (i) Customer relationship model
 - (ii) Consumer relationship model
 - (iii) Customer relationship management
 - (iv) None of these
- 3 BI roles can be classified into
 - (i) Programme role and productivity role
 - (ii) Project role and productivity role
 - (iii) Programme role and project role
 - (iv) Productivity role and administrative role
- 4 SAS refers to
 - (i) Statistical package for science
 - (ii) Statistical analysis software
 - (iii) Software for statistical analysis
 - (iv) Social auditing software
- 5 Poor data quality leads to
 - (i) Bad decision
 - (ii) Bad business
 - (iii) Bad opinion
 - (iv) Big data
- 6 FV () is a function
 - (i) Finamial
 - (ii) Data
 - (iii) Text
 - (iv) Logical
- 7 Identify the logical function
 - (i) SUM
 - (ii) COUNT
 - (iii) CONVERT
 - (iv) OR
- 8 In MS-Excel, the formula starts with the symbol
 - (i) \$
 - (ii) #
 - (iii) @
 - (iv) =
- 9 OLTP refers to
 - (i) Online transformation process
 - (ii) Online transaction process
 - (iii) Online least transaction process
 - (iv) Online technical process
- 10 If $r = 0$, it denotes
 - (i) Negative correlation
 - (ii) Null correlation
 - (iii) Positive correlation
 - (iv) None of these

SECTION - B (25 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 5 = 25)

- 11 a Explain the concept of business analysis and state its activities.

OR

12 a State the role and responsibilities of business intelligence.

OR

b Explain the applications of IT in business analysis.

13 a State the different types of digital data.

OR

b Explain the features of data profiling.

14 a State the add-ins for business analytics.

OR

b How do you use loop up functions in MS-Excel?

15 a Differentiate between OLTP and OLAP.

OR

b Explain the meaning and significance of correlation.

SECTION -C (40 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 8 = 40)

16 a Discuss the objectives of business analytics.

OR

b Explain the scope of business analysis.

17 a Explain the organization structure, functions and process of business enterprises.

OR

b Explain the term ERP and CRM.

18 a Describe the types of data modelling.

OR

b Explain the need for data warehouse.

19 a State the various functions in Microsoft excel.

OR

b What are the features of spread sheet in excel?

20 a Explain the various applications of descriptive statistics in descriptive analytics.

OR

b Discuss the various forecasting methods.

Z-Z-Z

END