

B.B.A DEGREE END SEMESTER EXAMINATION - OCTOBER 2024**SEMESTER 3 : BUSINESS ANALYTICS****COURSE: 23U3CRBBA11: BUSINESS ANALYTICS TOOLS***(For Regular 2023 Admission)*

Time : Three Hours

Max. Marks: 60

PART A**Answer all questions. Each question carries 1 mark**

1. Define data-driven decision making.
2. Explain the function STDEV?
3. Name the four pillars of business analytics.
4. Write down any two uses of conditional formatting?
5. Define absolute cell reference?
6. Explain Absolute referencing?
7. Write any two uses of pivot table?
8. Name two types of charts commonly used in Excel.

(1 x 8 = 8)**PART B****Answer any Six of the following questions. Each question carries 2 marks**

9. Explain the importance of data quality in business analytics.
10. Describe the steps involved in the analytical cycle.
11. Explain the key components of a pivot table.
12. How can you create a calculated field in a pivot table?
13. Explain the concept of data visualization.
14. Explain the purpose of using Power Query.
15. Explain Power Map.
16. Explain data aggregation and splitting

(2 x 6 = 12)**PART C****Answer any four of the following questions. Each question carries 5 marks**

17. Briefly explain the Need for data-driven decision making.
18. Explain the role of storytelling in business analytics.
19. Explain the difference between VLOOKUP and HLOOKUP Function.
20. Use VLOOKUP to find the price of a product based on its product code.
21. Design a pivot table to analyse sales data by product category and region.
22. Explain the Key roles and responsibilities of Business Analyst.

(5 x 4 = 20)

PART D

Answer any two of the following questions. Each question carries 10 marks

23. Explain the need for data driven business decision and create a worksheet that demonstrates different cell formatting techniques, conditional formatting, and data validation,
24. Briefly explain Power Query, its key features and the benefits it offers for data analysis.
25. Explain Pivot table and its uses. Create a pivot table to analyse sales data, including calculating total sales, average sales price, and sales by product category.
26. Explain the 4 pillars of Business Analytics and Analyse the below dataset using descriptive statistics techniques (Mean, Median, Mode, Variance, Standard Deviation) and interpret the results.

ROLL:NO:	NAME	SUBJECT 1	SUBJECT 2
2001	Anas	40	42
2002	Rihal	30	35
2003	Basil	20	40
2004	John	35	20

(10 x 2 = 20)