BA / BSc / BCOM DEGREE END SEMESTER EXAMINATION - NOVEMBER 2024

UGP (HONS.) SEMESTER - 1: DISCIPLINE SPECIFIC COURSE (COMPUTER SCIENCE - ANALYTICS)

COURSE: 24UCAPDSC104: INTRODUCTION TO ANALYTICS WITH EXCEL

(For Regular 2024 Admission)

Time: 1.30 Hours   Max. Marks: 50

PART A

Answer any 5 questions. Each question carries 2 marks.

1. Define Business Analytics.
2. Define Data Analytics.
3. How can you freeze the top row in an Excel worksheet? Describe the steps?
4. List the different sources from which data can be imported using Power Query.
5. Define a cell address in Excel.
6. How do you use the VLOOKUP function in Excel?
7. Describe the purpose of Pivot Table in Excel.

(2 x 5 = 10)

PART B

Answer any 4 questions. Each question carries 5 marks.

8. Explain the importance of business analytics in today's competitive environment
9. Elaborate on the steps involved in the analytical cycle.
10. Explain different functions in Excel with suitable examples.
11. Explain data transformation in Excel. How can you use functions like "TEXT TO COLUMNS" and "CONCATENATE" to transform and clean data? Provide an example.
12. Describe the purpose and usage of the IF function in Excel. How can it be nested with other functions like "AND" or "OR" to handle complex conditions? Provide an example.
13. How does Data Visualization improve decision-making in business analytics?

(5 x 4 = 20)

PART C

Answer any 2 question. Each question carries 10 marks.

14. Explain the different types of Charts available in Excel.
15. Critically evaluate how business analytics influences decision –making processes in an organization. Discuss the benefits and potential challenges associated with relying data driven insights.
16. How would you use a Pivot Table to analyse customer feedback data? Explain the steps involved and discuss how this analysis can generate actionable insights for improving customer satisfaction.

(10 x 2 = 20)