Reg. No………………………………………….   Name…………………………………………..……………………

B A, B SC, B COM DEGREE END SEMESTER EXAMINATION - APRIL 2025

UGP (HONS.) SEMESTER - 2: MULTIDISCIPLINARY COURSE

COURSE: 24UBBAMDC102 – FOUNDATIONS OF BUSINESS ANALYTICS WITH EXCEL

(For Regular 2024 Admission)

Time: 1 Hours   Max. Marks - 35

PART A

Answer any 5 questions (2 marks each)   **(5x2=10 Mark)**

1. Differentiate between COUNT() and COUNTA() functions.   (RCO1)

2. What are **Pivot Tables** used for ?   (RCO2)

3. Explain how **Conditional Formatting** can improve data presentation.   (UCO3)

4. How does the IF function work in Excel?   (UCO2)

5. What is the difference between **SUM() and SUMIF()**?   (RCO1)

6. How do you use **data filtering** in Excel?   (ACO3)

PART B

Answer any 3 questions (5 marks each)   **(3x5=15 Mark)**

7. Explain the importance of Excel in business decision-making with examples.   (UCO4)

8. How do you use IF, VLOOKUP, and HLOOKUP functions in Excel? Provide examples. (ACO2)

9. Explain the different types of charts in Excel and their best use cases.   (UCO3)

10 . Explain the role of Excel dashboards in business analytics.   (AnCO5)

PART C

Answer any 1 question (10 marks each)   **(1x10=10)**

14. Explain Excel's advanced functions such as VLOOKUP, HLOOKUP, INDEX, MATCH,

     and their applications in business decision-making.   (AnCO5)

15. Create a real-world case study where you apply Excel formulas and conditional

    formatting to   analyze sales performance.   (ECO5)

CO Mapping with Questions

Section	Cognitive level	Cos Covered
Section A	Remembering	C01, CO2,CO3,CO4,CO5
Section B	Applying and Understanding	C01, CO2,CO3,CO4,CO5
Section C	Evaluating and Creating	C01, CO2,CO3,CO4,CO5