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

UGP (HONS.) SEMESTER - 1: MULTI DISCIPLINARY COURSE

COURSE: - 24UBBAMDC102 - FOUNDATIONS OF BUSINESS ANALYTICS WITH EXCEL

(For Regular 2025 and Improvement/Supplementary 2024 Admission)

Time: 1 Hour   Max. Marks - 35

PART A

Answer any 5 questions. Each question carries 2 marks.

1.	Define cell range in Excel.	(U, CO1)
2.	List two uses of the Freeze Panes feature.	(U, CO1)
3.	Recall the use of format painter.	(U, CO1)
4.	A shopkeeper maintains a list of products in column A and their prices in column B. Write an Excel formula to find the highest price among the products.	(A, CO2)
5.	Differentiate between absolute referencing and relative cell referencing.	(A, CO2)
6.	Differentiate between a Pie Chart and a Bar Chart?	(A, CO3)
7.	Discuss the role of Power Query in Excel.	(U, CO3)

(2 x 5 = 10)

PART B

Answer any 3 questions. Each question carries 5 marks.

8.	Explain the importance of conditional formatting with an example.	(U, CO1)
9.	Demonstrate the use of VLOOKUP to retrieve employee salary.	(A, CO2)
10	A teacher has entered the marks of students in column **B** (from B2:B20). Write an Excel formula using **COUNTIF** to find **how many students scored more than or equal to 50.**	(A, CO2)
11.	Explain the different types of sorting available in Excel. Illustrate with suitable examples how they can be applied to a dataset.	(A, CO2)
12.	Discuss the role of slicers in filtering PivotTable reports.	(U, CO3)

(5 x 3 = 15)

PART C

Answer any 1 question. Each question carries 10 marks.

13. Explain the different categories of functions available in Excel. Give two (A, CO2)
examples for each category.

14. Analyze how PivotTables and PivotCharts help in managing and interpreting (An, CO3)
large datasets in Excel. Using a step-by-step example, demonstrate the process
of creating a PivotTable and PivotChart that summarize product sales by region.

(10 x 1 = 10)

OBE: Questions to Course Outcome Mapping

CO	Course Outcome Description	CL	Questions	Total Marks
CO1	Explain and apply basic cell formatting features (numbers, percentages, text, tables) to organize business data.	U	1,2,3,8	11
CO2	**Use Excel formulas and functions (conditional, array, lookup) to solve structured business problems.**	A	4,5,9,10,13	24
CO3	Analyse and interpret datasets using PivotTables, Power Pivot, and Pivot Charts to derive meaningful insights for decision-making.	An	6,7,11,12,14	24

Cognitive Level (CL): Cr - CREATE; E - EVALUATE; An - ANALYZE; A - APPLY; U - UNDERSTAND; R - REMEMBER;