

Reg. No.....

Name.....

**25UFYG137**

**BA BSc BCOM DEGREE END SEMESTER EXAMINATION - NOVEMBER 2025**

**UGP (HONS.) SEMESTER - 1: DISCIPLINE SPECIFIC COURSE**

**COURSE: 24UCAPDSC104: INTRODUCTION TO ANALYTICS WITH EXCEL**

*(For Regular 2025 & Improvement/Supplementary 2024 Admission)*

Time: 1.5 Hours

Max. Marks: 50

**PART A**

**Answer any 5 questions. Each question carries 2 marks.**

1. List any two popular Business Analytics tools. (U, CO1)
  2. Define the **Wrap Text** feature in Excel and state its use with an example. (U, CO2)
  3. Define Business Analytics (U, CO1)
  4. Describe the concept of cell references in Excel. (U, CO3)
  5. Define an Array Formula in Excel (U, CO3)
  6. State the purpose of the Power Query Editor window. (U, CO5)
  7. Name two sources from which data can be imported into Power Query. (U, CO5)
- (2 x 5 = 10)**

**PART B**

**Answer any 4 questions. Each question carries 5 marks.**

8. Apply Power Query steps to load and clean a dataset from a CSV file. (A, CO5)
  9. Explain the different types of cell references in Excel with suitable examples. (U, CO3)
  10. Discuss the importance of Pivot Table to gain insights from your marketing data (A, CO5)
  11. Discuss the importance of data aggregation in Excel with suitable examples (An, CO4)
  12. Demonstrate the process of importing and combining data from different sources using Power Query. (A, CO4)
  13. Elaborate on the steps involved in the analytical cycle (A, CO1)
- (5 x 4 = 20)**

**PART C**

**Answer any 2 questions. Each question carries 10 marks.**

14. Explain the different types of Charts available in Excel (U, CO4)

15. Critically evaluate how business analytics influences decision –making processes in an organization.

Discuss the benefits and potential challenges associated with relying on data driven insights. (An,CO2)

16. Explain the use of Pivot Tables and Pivot Charts in data analysis. Support your answer with an example: Pivot Table to analyse customer feedback data? Explain the steps involved and discuss how this analysis can generate actionable insights for improving customer satisfaction.

(A,CO5)

(10 x 2=20)

**OBE: Questions to Course Outcome Mapping**

CO	Course Outcome Description	CL	Questions	Total Marks
CO1	To understand the concept of data driven decision making Understand	U	1,3,13	9
CO2	To understand the roles and responsibilities of a business Analyst	U	2,15	12
CO3	To apply Excel formulae in analysis and decision making	A	4,5,9	9
CO4	Analyse and visualize data: Students will learn how to use Excel's advanced data analysis tools and features to analyse and visualize data effectively	An	11,12,14	20
CO5	Develop proficiency in Excel: Students will become proficient in using various Excel functionalities, including data entry, formula creation, graphing, pivot tables, and data manipulation.	C	6,7,10,16	19

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





