G. VENKATASWAMY NAIDU COLLEGE (AUTONOMOUS), KOVILPATTI – 628 502.
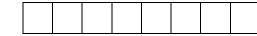
UG DEGREE END SEMESTER EXAMINATIONS - APRIL 2025.
(For those admitted in June 2023 and later)

PROGRAMME AND BRANCH: B.Com., BUSINESS ANALYTICS

SEM	CATEGORY	COMPONENT	COURSE CODE	COURSE TITLE
II	PART - III	ELECTIVE GENERIC - 2	U23BA2A2	FUNDAMENTALS OF BUSINESS ANALYTICS

Date & Session: 03.05.2025/FN **Time : 3 hours** **Maximum: 75 Marks**

Course Outcome	Bloom's K-level	Q. No.	SECTION – A (10 X 1 = 10 Marks) Answer ALL Questions.
CO1	K1	1.	Business Analysis primarily focuses on a) Writing code for applications b) Understanding and addressing business needs c) Testing software solutions d) Managing HR activities
CO1	K2	2.	Which project approach is best suited for projects with clear requirements and fixed timelines? a) Agile b) Incremental c) Waterfall d) Iterative
CO2	K1	3.	What is the primary purpose of using IT in business? a) Reduce manual effort b) Improve efficiency and decision-making c) Minimize operational costs d) Eliminate the need for human intervention
CO2	K2	4.	The Baldrige Business Excellence Framework is designed to a) Enhance manufacturing processes b) Promote organizational performance excellence c) Develop IT infrastructure d) Implement enterprise applications
CO3	K1	5.	OLAP stand for _____. a) Online Analytical Processing b) Offline Analytical Programming c) Online Application Protocol d) Offline Application Process
CO3	K2	6.	In Business Intelligence, dashboards are primarily used for a) Historical analysis b) Real-time monitoring c) Long-term forecasting d) Data profiling
CO4	K1	7.	The process of transforming raw data into a usable format is called a) Data Extraction b) Data Transformation c) Data Loading d) Data Profiling
CO4	K2	8.	A Fact Table in a data warehouse typically contains: a) Descriptive information about dimensions b) Numeric measures and keys to dimension tables c) Metadata and data sources d) User access logs
CO5	K1	9.	Key Performance Indicators (KPIs) are used to a) Monitor business activities and performance b) Design enterprise applications c) Create digital dashboards d) Profile data for analytics
CO5	K2	10.	Which of the following best defines a balanced scorecard? a) A tool for operational decision-making b) A performance measurement framework linking strategy and actions c) A method to track daily employee activities d) A reporting tool for real-time data visualization

Course Outcome	Bloom's K-level	Q. No.	SECTION – B (5 X 5 = 25 Marks) Answer ALL Questions choosing either (a) or (b)
CO1	K3	11a.	Explain the evolving role of a Business Analyst in modern organizations.
			(OR)
CO1	K3	11b.	Discuss the different levels of Business Analysis with relevant examples.
CO2	K3	12a.	Elaborate on the key purposes of using IT in enhancing business processes.
			(OR)
CO2	K3	12b.	Explain the role of Enterprise Applications in meeting business objectives.
CO3	K4	13a.	Compare OLTP and OLAP, highlighting their architecture and use cases.
			(OR)
CO3	K4	13b.	Analyze the importance of Business Intelligence in decision-making.
CO4	K4	14a.	Explain the ETL process and its role in data integration.
			(OR)
CO4	K4	14b.	Discuss the dimensional modeling life cycle and its application in data warehouses.
CO5	K5	15a.	Evaluate the role of KPIs in performance management and decision-making.
			(OR)
CO5	K5	15b.	Discuss the significance of dashboards in enterprise reporting and monitoring.

Course Outcome	Bloom's K-level	Q. No.	SECTION – C (5 X 8 = 40 Marks) Answer ALL Questions choosing either (a) or (b)
CO1	K3	16a.	Discuss the basic rules of business and business analysis, and explain how they align with project definition and scoping.
			(OR)
CO1	K3	16b.	Analyze the role of a Business Analyst across different phases of the project lifecycle.
CO2	K4	17a.	Explain the Baldrige Business Excellence Framework and its relevance in achieving organizational goals.
			(OR)
CO2	K4	17b.	Discuss the different types of data and the importance of data quality in business processes.
CO3	K4	18a.	Evaluate the role of OLAP tools in Business Intelligence architecture.
			(OR)
CO3	K4	18b.	Discuss the evolution of Business Intelligence and its role in modern-day analytics.
CO4	K5	19a.	Analyze the challenges in data integration and the strategies to maintain data quality.
			(OR)
CO4	K5	19b.	Evaluate the design and implementation of dimensional models in data warehousing.
CO5	K5	20a.	Discuss the application of Business Intelligence in real-world scenarios, including cloud computing and ERP systems.
			(OR)
CO5	K5	20b.	Analyze the differences between dashboards and scoreboards, and their impact on organizational performance monitoring.