

(For those admitted in June 2023 and later)

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

Maximum: 75 Marks

Course Outcome	Bloom's K-level	Q. No.	<u>SECTION – A (10 X 1 = 10 Marks)</u> Answer <u>ALL</u> Questions.
CO1	K1	1.	What is the main objective of Business Analytics? a) Data storage b) Data visualization only c) Data-driven decision making d) Database management
CO1	K2	2.	Which analytics type answers “What happened?” a) Descriptive b) Predictive c) Diagnostic d) Prescriptive
CO2	K1	3.	Which software is commonly used for Business Analytics? a) AutoCAD b) SAP c) PowerPoint d) Tally
CO2	K2	4.	Which of the following is a structured data format? a) Image b) PDF c) SQL table d) Video
CO3	K1	5.	Dashboards in analytics are used for: A) Writing reports b) Managing code c) Visualizing KPIs d) Testing APIs
CO3	K2	6.	Which of the following is a Business Intelligence tool? a) MySQL b) Python c) Power BI d) GitHub
CO4	K1	7.	Which phase of the data warehousing process involves removing inconsistencies and errors from the data? a) Data Integration b) Data Transformation c) Data Cleaning d) Data Reduction
CO4	K2	8.	Which process involves combining data from multiple sources into a unified format within a data warehouse? a) Data Cleaning b) Data Integration c) Data Transformation d) Data Reduction
CO5	K1	9.	KPI stands for: a) Key Performance Indicator b) Knowledge Performance Index c) Key Processing Indicator c) Known Performance Input
CO5	K2	10.	Well defined and recurring decision making procedure is called as _____. a) Structured b) Semi-structured c) Operational d) Unstructured

Course Outcome	Bloom's K-level	Q. No.	SECTION – B (5 X 5 = 25 Marks) Answer <u>ALL</u> Questions choosing either (a) or (b)
CO1	K3	11a.	What is Business Analysis? Explain the role and responsibilities of Business Analytics.
CO1	K3	11b.	(OR) State the importance of Business analytics.
CO2	K3	12a.	Write brief note on core business process.
CO2	K3	12b.	(OR) Explain Baldrige Business Excellence framework.
CO3	K4	13a.	State the advantages and disadvantages of OLTP system.
CO3	K4	13b.	(OR) What is the role of Business Intelligence.
CO4	K4	14a.	Narrate the different types of Data Models?
CO4	K4	14b.	(OR) Write shortly on: Data Warehouse, Extract and Transform.
CO5	K5	15a.	What do KPI's do in a business?
CO5	K5	15b.	(OR) Why do organizations need digital dashboard?

Course Outcome	Bloom's K-level	Q. No.	SECTION – C (5 X 8 = 40 Marks) Answer <u>ALL</u> Questions choosing either (a) or (b)
CO1	K3	16a.	Narrate the key skills required to a Business Analyst.
CO1	K3	16b.	(OR) Illustrate the different approaches project life cycle in business analytics.
CO2	K4	17a.	Define Data? State the various categories of data.
CO2	K4	17b.	(OR) Describe the key purpose of using IT in business.
CO3	K4	18a.	Differentiate OLTP from OLAP.
CO3	K4	18b.	(OR) What do you mean by OLTP? Draft the different OLAP architectures.
CO4	K5	19a.	Write note on: (i) Data integration; and (ii) Data Transformation
CO4	K5	19b.	(OR) Data modelling and its techniques - Discuss.
CO5	K5	20a.	Show the brief description of Business Intelligence Applications.
CO5	K5	20b.	(OR) What Makes Up an Enterprise Reporting System? Give the components of Enterprise Reporting System.