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G. VENKATASWAMY NAIDU COLLEGE (AUTONOMOUS), KOVILPATTI – 628 502.



UG DEGREE END SEMESTER EXAMINATIONS - NOVEMBER 2024.

(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: 14/11/2024/FN

Time : 3 hours

Maximum: 75 Marks

Course Outcome	Bloom's K-level	Q. No.	SECTION - A (10 X 1 = 10 Marks) Answer <u>ALL</u> Questions.
CO1	K1	1.	Which of the following best describes the evolving role of the Business Analyst? a) Primarily technical b) Focused only on documentation c) A strategic partner in decision-making d) Limited to project management
CO1	K2	2.	During which phase of a project is the role of the Business Analyst most crucial for gathering requirements? a) Execution b) Initiation c) Planning d) Closure
CO2	K1	3.	Which of the following is NOT considered a type of data? a) Qualitative b) Quantitative c) Sentimental d) Digital
CO2	K2	4.	What type of data is primarily used to categorize information into distinct groups? a) Continuous data b) Categorical data c) Attribute data d) Ordinal data
CO3	K1	5.	What does OLTP stand for in data management? a) Online Transaction Processing b) Offline Transaction Processing c) Online Transfer Protocol d) Offline Transfer Processing
CO3	K2	6.	Which component is NOT typically part of the Business Intelligence (BI) value chain? a) Data collection b) Data warehousing c) Financial forecasting d) Data analysis
CO4	K1	7.	Which type of data model is primarily used to represent business processes and metrics? a) Conceptual Model b) Logical Model c) Dimensional Model d) Physical Model
CO4	K2	8.	Which of the following techniques is commonly used in data modeling? a) Object-Oriented Programming b) Normalization c) Denormalization d) Data Encryption
CO5	K1	9.	Which of the following best defines a metric? a) A qualitative measure of performance b) A quantitative measure used to assess progress towards a goal c) A subjective evaluation of success d) A historical record of financial performance
CO5	K2	10.	What is a potential source for metrics in a business context? a) Only internal financial reports b) Customer feedback and surveys c) Marketing campaigns only d) Social media interactions exclusively

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 different levels of business analysis? (OR)
CO1	K3	11b.	Explain the Water Fall Approach & Agile Approach?
CO2	K3	12a.	Discuss the key purposes of using IT in business? (OR)
CO2	K3	12b.	Explain the different types of data quality and their significance in business?
CO3	K4	13a.	Definition of OLTP and OLAP? (OR)
CO3	K4	13b.	Explain the any two evolution role of DSS and EIS?
CO4	K4	14a.	Definition of Extract ,Transform and Load? (OR)
CO4	K4	14b.	Discuss about the types of Data Models?
CO5	K5	15a.	Definition of Measures, Metrics and KPIs? (OR)
CO5	K5	15b.	Discuss about Dashboard ?

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.	What are the evolving roles of business analyst? (OR)
CO1	K3	16b.	Brief about the project definition and scoping?
CO2	K4	17a.	Brief about the types of Datasets? (OR)
CO2	K4	17b.	Explain about the types of Digital data?
CO3	K4	18a.	Discuss about the different types of OLAP architecture? (OR)
CO3	K4	18b.	Brief about the role of Business Intelligence (BI) Users?
CO4	K5	19a.	Discuss about the Data Quality maintenance? (OR)
CO4	K5	19b.	Brief about the Fact table?
CO5	K5	20a.	Brief about the Business Intelligence (BI) Cloud computing? (OR)
CO5	K5	20b.	Discuss about Business Intelligence (BI) ERP systems?