24U393

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Name : ....

Reg. No : ....

THIRD SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025

(FYUGP)

CC24UCOM3MN209 - BUSINESS ANALYTICS TOOLS

(B.Com. - Minor Course)

(2024 Admission - Regular)

Time: 2.0 Hours

Maximum: 70 Marks

Credit: 4

Part A (Short answer questions)

Answer *all* questions. Each question carries 3 marks.

1. List three main types of analytics used in solving business problems. [Level:1] [CO1]

2. Identify three commonly used data visualization tools in business analysis. [Level:1] [CO2]

3. Define the term 'formatting' in the context of Excel." [Level:1] [CO2]

4. Explain what is meant by formatting input data in Excel and describe how it improves data readability. [Level:2] [CO2]

5. Apply transaction control to a sequence of SQL data modification statements to ensure atomicity and consistency. [Level:3] [CO4]

6. Describe the role of joins in SQL when working with multiple tables. [Level:2] [CO4]

7. Write a VLOOKUP formula to find the department of an employee given a list in A2:C10 where Column A has Employee IDs, Column B Names, and Column C Departments, and the employee ID to lookup is in cell E2. [Level:3] [CO4]

8. Explain how to write a formula in one worksheet that refers to a cell in another worksheet. Give an example. [Level:2] [CO4]

9. Apply a formula to extract (filter) all sales amounts greater than 500 from the range A1:A20. [Level:3] [CO4]

10. Describe the difference between relative, absolute, and mixed cell references in Excel. Give examples. [Level:2] [CO4]

(Ceiling: 24 Marks)

Part B (Paragraph questions/Problem)

Answer *all* questions. Each question carries 6 marks.

11. Describe how the hierarchy of information users helps improve decision-making at various levels of an organization. [Level:2] [CO1]

12. Explain the difference between descriptive, predictive, and prescriptive analytics. [Level:2] [CO1]

13. Describe the steps to change column width and row height in a spreadsheet. Explain why adjusting these values is important for readability and presentation. [Level:2] [CO2]

14. Explain how formatting improves the readability and usability of a worksheet. Provide at least three specific examples. [Level:2] [CO2]

15. Explain how a business can use Power Query to import and combine data from multiple databases, and why this is useful." [Level:2] [CO3]

16. Demonstrate the process to display constants in an Excel worksheet. [Level:3] [CO4]

17. Explain the purpose of basic statistical functions in Excel and illustrate their use with relevant examples. [Level:2] [CO4]

18. Describe common functions used in Excel and explain their applications in data management. [Level:2] [CO4]

(Ceiling: 36 Marks)

Part C (Essay questions)

Answer any *one* question. The question carries 10 marks.

19. Explain why data-driven decision making is important in today's business environment and how it differs from traditional decision making. Provide examples to support your explanation. [Level:2] [CO1]

20. Explain how Power Query is used to connect, transform, and clean data from various sources. [Level:2] [CO3]

(1 × 10 = 10 Marks)

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