

24U257

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Name :

Reg. No :

SECOND SEMESTER UG DEGREE EXAMINATION, APRIL 2025

(FYUGP)

CC24UCOM2MN109 - DATA ANALYTICS FOR BUSINESS

(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. How does business analytics influence the decision-making process in organizations? [Level:2] [CO1]
2. Explain Data warehousing and processing . [Level:2] [CO1]
3. What are the key components of a database? [Level:2] [CO2]
4. How does the purpose of Big Data differ from Small Data in terms of decision-making? Explain using the examples. [Level:3] [CO2]
5. What are the key benefits of Big Data Analytics in improving business decision-making? [Level:2] [CO3]
6. Explain Data-Driven Decision Making (DDDM). [Level:2] [CO3]
7. Explain Text Analytics. [Level:2] [CO4]
8. List out the main stages of the data analytics process? [Level:2] [CO4]
9. Explain Data Mining. [Level:2] [CO4]
10. What is Power BI, and how is it used for data visualization and business intelligence? [Level:2] [CO4]

(Ceiling: 24 Marks)

Part B (Paragraph questions/Problem)

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

11. What are the key applications of data analysis across various industries? [Level:2] [CO1]
12. Why is Data Science Important? [Level:2] [CO1]
13. What are the techniques for data quality assurance and validation? [Level:2] [CO2]
14. Explain the statistical techniques that can be applied to each type of measurement scale. [Level:2] [CO2]

15. How does Data Analytics enhance decision-making in business operations? [Level:2] [CO3]
16. Why is a data dictionary important for data consistency and clarity? [Level:2] [CO4]
17. What are the key stages of the machine learning lifecycle, and why are they important? [Level:2] [CO4]
18. State the difference between schedule and questionnaire. [Level:2] [CO2]

(Ceiling: 36 Marks)

Part C (Essay questions)

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

19. Explain Linear Data Structures with examples. [Level:3] [CO2]
20. How is Descriptive Analytics used in marketing to analyze customer behavior? [Level:2] [CO3]

(1 × 10 = 10 Marks)
