B.M.S. COLLEGE FOR WOMEN, AUTONOMOUS
BENGALURU – 560004
SEMESTER END EXAMINATION – SEPTEMBER 2023

B.B.A. – 4th Semester

BUSINESS ANALYTICS
(NEP Scheme 2021-22 onwards)

Course Code: BBA4DSC11A **QP Code: 4025**
Duration: 2 ½ Hours **Max. Marks: 60**

SECTION-A

Answer any FIVE of the following questions. Each question carries TWO Marks. **(5X2=10)**

a. What is the architecture of Business Analytics?
b. List the different sources of data that organizations can utilize for decision making purpose.
c. Why is it important to choose the right data analytics software for an organization?
d. Write the definition of a database.
e. What is a DBMS (Database Management System)?
f. What is the difference between dimensions and measures in data visualization?
g. List any two primary functions of analytics software.

SECTION-B

Answer any FOUR of the following questions. Each question carries FIVE Marks. **(4X5=20)**

2. How does Business Analytics help organizations make data-driven decisions?
3. What is data mining, and how does it contribute to decision making?
4. What are the advantages and disadvantages of using open-source data analytics software?
5. What is a Relational Database Language? Provide examples of popular relational database languages.
6. How can dimensions and measures be used together to gain insights from data?

SECTION- C

Answer any TWO of the following questions. Each question carries TWELVE Marks. **(2X12=24)**

7. How can organizations leverage data integration to gain a competitive advantage in their industry?
8. How can you handle missing values? Describe techniques to impute or remove missing data.
9. Explain the features and capabilities of SQL (Structured Query Language).

SECTION-D

Answer any ONE of the following questions, carries SIX Marks. **(1X6=06)**

10. List out the areas of application of Business analytics.
11. Explain the purpose and usage of DDL commands, including Create, Add and Drop.

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