QP CODE: D1BIB2406

Name: .....
Reg.No.: .....

FIRST SEMESTER FYUGP EXAMINATION NOVEMBER 2024

SEC

BIB1FS111 SPREADSHEET FOR BUSINESS ANALYTICS

Time : 1 Hrs 30 Mins **Maximum Marks : 50**

BL - Bloom's Taxonomy Level (1 to 6) CO - Course Outcome

Section A

Ceiling Marks : 16

Answer all questions. Each carries 2 marks.

No.	Question	M	BL	CO
1.	What is Descriptive Analytics? Provide an example of its application.	2	1	CO1
2.	Explain the term 'data-driven decision-making' in simple words.	2	2	CO1
3.	Define data analytics and mention one of its primary use in business.	2	2	CO1
4.	List three types of data analytics.	2	1	CO1
5.	Explain the SUM function.	2	2	CO2
6.	What is the syntax for the LEN function, and what does it do?	2	2	CO2
7.	What is the syntax of LOOKUP function?	2	2	CO2
8.	What is What-If Analysis in Excel?	2	1	CO5
9.	What are the advantages of adding dynamic charts to a dashboard?	2	3	CO4
10.	What is the basic function of the VBA editor?	2	3	CO2

Section B

Ceiling Marks : 24

Answer all questions. Each question carries 6 marks.

No.	Question	M	BL	CO
11.	Explain how Excel's statistical functions, such as MEDIAN, MODE, and STDEV, can help in data analysis.	6	3	CO2
12.	Discuss the key differences between VLOOKUP and HLOOKUP.	6	4	CO2 CO6
13.	Explain the concept of What-If Analysis and its importance in decision-making.	6	3	CO5
14.	Explain how dashboards can be used to track business performance metrics and why they are valuable for management.	6	4	CO4 CO6
15.	Explain the steps to record a macro in Excel, from starting the recording to stopping it.	6	2	CO2

Section C

Answer any 1 question. Each carries 10 marks. (1X10=10 Marks)

No.	Question	M	BL	CO
16.	You are asked to prepare a marksheet for entering marks of students. The division should be entered from a list. The marks column of three subjects physics, chemistry and maths should accept only marks less than or equal to 100. The total column should have the sum of three subjects. The list should be sorted in the descending order of marks. List out the tools that are to be used for the mentioned operations and also explain the method of doing that.	10	4	CO1 CO2
17.	Discuss the importance of data summarization techniques in Excel for analyzing large datasets. Explain how pivot tables enable multidimensional analysis and provide real-world examples of their use. Also explain the role of pivot charts and slicers in enhancing data visualization and interactivity within Excel. Support your response with examples of how these features are applied in decision-making processes in business or financial contexts.	10	4	CO2 CO5

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