QP CODE: D1BAN2505	(Pages: 2)	Reg. No : .....
		Name : .....

First Semester FYUGP (Regular) Examination November 2025

Multi-Disciplinary Courses (MDC)

BAN1FM105 : Analytics for Management

(Credits: 3)

Time: 1.5 Hours **Maximum Marks: 50**

Section A

Answer the following questions. Each carries 2 marks (Ceiling: 16 marks)

1.	Describe the concepts of Cells, Rows, and Columns in an Excel worksheet. How are each identified?	BL2	CO2
2.	Name six common Text functions used in Excel.	BL1	CO2
3.	What does KPI stand for? Give one example.	BL1	CO1, CO2, CO3
4.	Define operations analytics.	BL1	CO1, CO2, CO3
5.	What visualization is used to analyze data distribution? Explain.	BL2	CO1, CO2, CO3
6.	Briefly define data science and its primary purpose.	BL1	CO1, CO3
7.	Explain the function MEDIAN() with examples.	BL2	CO2
8.	Define a slicer in Excel.	BL1	CO2, CO3
9.	What is the purpose of trend analysis?	BL2	CO1, CO2, CO3
10.	Define sales analytics.	BL1	CO1, CO2, CO3

Section B

Answer the following questions. Each carries 6 marks (Ceiling: 24 Marks)

11.	Describe Semi-Structured data. How does it differ from structured and unstructured data, and what are its main applications? Give examples of its file types.	BL4	CO1, CO3
12.	Compare Column, Bar, and Pie charts in terms of their usage and limitations.	BL4	CO1, CO2, CO3
13.	Explain the challenges faced in data visualization.	BL4	CO1, CO2, CO3

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14.	Explain the importance of decision-making in ensuring organizational success. Support with an example.	BL4	CO1, CO3
15.	Explain how Pivot Tables can be used to summarize sales data.	BL3	CO2, CO3
	Section C		
	Answer any one question. Each carries 10 marks (1 x 10 = 10 Marks)		
16.	Describe the three-step data analytics process in detail. For each step, explain its definition, purpose, and provide a real-life business example to illustrate the process.	BL4	CO1, CO3
17.	Discuss in detail the concept of formulas in Excel. Explain operators, order of operations, and common errors with examples.	BL4	CO1, CO2
	CO : Course Outcome		
	BL : Bloom's Taxonomy Levels (1 – Remember, 2 – Understand, 3 – Apply, 4 – Analyse, 5 – Evaluate, 6 – Create)		