(PAGES: 2)

D1BBA2506

Name: .....

Reg. No.: .....

FIRST SEMESTER FYUGP EXAMINATIONS NOVEMBER 2025

Regular (2025 Admissions)

MINOR

BBA1MN106: BUSINESS ANALYTICS FOR DECISION MAKING

Time: 2 Hrs. **Maximum Marks: 70**

M: Mark BL: Bloom's Taxonomy Level (1 to 6) CO: Course Outcome

Section A: Answer all questions. Each carries 3 marks.

Ceiling: 24 Marks

No.	Question	M	BL	CO
1.	Explain the importance of Business Data Analytics in modern organizations.	3	2	CO1
2.	State the role of the core data-centric activities in business analytics.	3	2	CO1
3.	Define data transformation.	3	1	CO1
4.	Comment on data cleansing.	3	2	CO2
5.	How can data analytics improve decision-making in organizations?	3	3	CO2
6.	Who typically makes operational decisions in an organization?	3	2	CO1
7.	Define primary data. Give one example.	3	1	CO1
8.	Differentiate between internal company records and government publications as sources of secondary data.	3	3	CO3
9.	Explain the main difference between open-ended and closed-ended questions in terms of data collection.	3	1	CO1
10.	Define published statistics and mention one source where it can be found.	3	2	CO2

Section B: Answer all questions. Each carries 6 marks.

Ceiling: 36 Marks

No.	Question	M	BL	CO
11.	How has the availability of large datasets impacted the field of business analytics?	6	3	CO1
12.	Differentiate between data analysis and data analytics.	6	2	CO1
13.	Mr. Akash is an owner of supermarket chain located in north, south, east and west region. He deals with items A, B and C. Explain how predictive analytics can help Akash in inventory planning and management.	6	3	CO1

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14.	Explain how the '3 Vs' (Volume, Velocity, Variety) impact the complexity of data science projects.	6	3	CO2
15.	Discuss how the organizing function can influence the effectiveness of the leading function in an organization.	6	3	CO1
16.	Explain how controlling can be used as a decision-making tool for managers. Provide an example of how a manager might use this function.	6	4	CO1
17.	Describe the process of assessing the accuracy of secondary data and why it is important.	6	3	CO3
18.	Analyze the importance of external data sources for strategic decision-making in an organization.	6	4	CO2

Section C: Answer any one question. Each carries 10 marks. (1 x 10 = 10 Marks)

No.	Question	M	BL	CO
19.	Examine the key stages of the business data analytics process. Discuss the importance of identifying the right research questions, sourcing and cleaning data, analyzing data using appropriate techniques, interpreting results effectively, and translating insights into actionable business decisions. Provide examples to illustrate your points.	10	4	CO1
20.	Critically evaluate the role of strategic, tactical, and operational decisions in achieving long-term organizational success. How do these three types of decisions interrelate, and what are the potential consequences if they are not aligned?	10	5	CO1