



NP – 400

IV Semester B.B.A. Examination, July/August 2024
(NEP Scheme)

BUSINESS ADMINISTRATION
Paper – 4.2.1 : Business Analytics

Time : 2½ Hours

Max. Marks : 60

Instruction : Answer should be written in **English** only.

SECTION – A

1. Answer **any 6** sub-questions. **Each** sub-question carries **two** marks. (6×2=12)
- a) Define Business Analytics.
 - b) What is the difference between business analytics and business intelligence ?
 - c) Name 2 types of digital data.
 - d) Why is data quality important in decision making ?
 - e) Give an example of open-source data analytics software.
 - f) Mention one advantage of using proprietary data analytics software.
 - g) What is a DBMS ?
 - h) Write the SQL command to create a new table.

SECTION – B

Answer **any 3** question. **Each** question carries **4** marks. (3×4=12)

- 2. Explain the architecture of business analytics and its components.
- 3. Discuss the importance of data quality and how organizations can deal with missing or incomplete data.
- 4. Compare and contrast open-source and proprietary data analytics software providing example of each type.
- 5. List out the features of SQL.
- 6. Describe how to create a dashboard in Tableau, including the steps involved and the types of visualizations that can be included.

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SECTION – C

Answer **any 3** questions. **Each** question carries **12** marks.

(3×12=36)

7. Explain in detail the importance and scope of Business Analytics. Illustrate with examples how companies can benefit from using Business Analytics.
 8. Describe various sources of data and discuss how each source can impact decision making in an organization.
 9. Compare and contrast open-source and proprietary data analytic software highlighting their implications for business use.
 10. Discuss the difference between DBMS and RDBMS provide examples of scenarios where each might be more appropriately used.
 11. Explain how to create a dashboard in Tableau that monitors Key Performance Indicators (KPIs) for a retail business. Describe each step from data collection to visualization.
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