



# ADITYA DEGREE COLLEGES

\* ANDHRA PRADESH \*

II SEMESTER - I MID EXAMINATIONS

Time : 2 Hours

Date: 05-03-2025

I -BBA -BA Introduction to Business Analytics

Max. Marks : 60M

## SECTION-A

I. Answer any FIVE Questions.

5 X 4 = 20 M

1. Business analytics.
2. Scope of Analytics.
3. Advantages of Analytics.
4. Types of Data Sources.
5. Data Base.
6. RDBMS.
7. Data Warehouse.
8. Finance Analytics.

## SECTION - B

II. Answer ALL Questions.

4 X 10 = 40 M

9. a. Explain briefly about the Application field Marketing Analytics.  
(OR)  
b. Explain the types of Analytics.
10. a. Differences between Structured data and Unstructured data.  
(OR)  
b. Write the Applications of Data Bases.
11. a. Explain briefly about HR Analytics.  
(OR)  
b. Explain the Role of Analytics in Business.
12. a. What is data and mention the types of data.  
(OR)  
b. Write the difference between Relation Data base and Non Relational Data Base.