

5 MJ 50114 A

FOUR YEAR B.Com.(CA) (CBCS) DEGREE EXAMINATION, NOVEMBER/DECEMBER 2025

FIFTH SEMESTER

B .Com (Computer Application) Major

COURSE 14: BUSINESS ANALYSTICS

(w.e.f 2023-2024 Admitted Batch Regulations)

Time : Three hours

Maximum : 70 marks

(No additional sheet will be supplied)

PART A — (5 × 4 = 20 marks)

Answer any FIVE of the following.

1. Define Business Analytics and explain its components.
2. List and explain any four benefits of Business Analytics in modern business.
3. Differentiate between OLAP and OLTP with suitable examples.
4. Explain the types of Business Analytics methods (Descriptive, Predictive, Prescriptive).
5. Define and differentiate between types of data (Qualitative vs Quantitative) with examples.
6. Compute conceptually the Mean, Median, and Mode for a given data set and explain their significance in analytics.
7. Explain the measures of dispersion: Standard Deviation and Variance with practical applications in business.
8. Describe the architecture and components of Business Intelligence (BI).
9. Explain the role of Machine Learning in predictive analytics and list its features.
10. Describe the steps involved in deploying Data Mining models in a business scenario.

PART B — (5 × 10 = 50 marks)

Answer ALL the following question.

11. Discuss the benefits and applications of Business Analytics in modern enterprises. Include examples from Retail Analytics and Marketing Analytics.

Or

12. Explain trends in Business Analytics and the tools used to implement analytics in business scenarios.

13. Explain the types of data and statistics used in business analytics with examples from Financial Analytics and Social Media Analytics.

Or

14. Discuss the measures of central tendency (Mean, Median, Mode) and measures of dispersion (Standard Deviation, Variance) with practical business examples.
15. Explain OLAP operations: Roll-up, Drill-down, Slice & Dice, Pivot. Describe types of OLAP and give examples of OLAP tools.

Or

16. Discuss OLTP systems, their characteristics, advantages, and disadvantages. Illustrate with a real case study working with OLAP tools.

17. Describe the architecture and components of Business Intelligence. Explain its operational and managerial benefits with examples.

Or

18. Analyze a case study on real-time credit card fraud detection using BI tools, highlighting the roles of BI in decision-making.
19. Explain Data Mining concepts, types of models, and deployment in business scenarios. Illustrate with Healthcare Analytics case study.

Or

20. Explain Machine Learning concepts, its classification, features, and applications in business predictive models. Include a real-life healthcare analytics example.