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Reg. No. ☐☐☐☐☐☐☐☐

V Semester B.Com. (Regular) Degree Examination, December/January-2025/26
COMMERCE
BUSINESS ANALYTICS (Elective - I)
(NEP Scheme F+R)
Paper : COMBD.1

Maximum Marks : 60

Time : 2½ Hours

Instructions to Candidates:

Answer should be written completely in English.

SECTION - A

Answer any **FIVE** of the following Sub-questions. Each sub-question carries 2 marks.

(5×2=10)

1. a) What is the meaning of Business Analytics?

   b) Define Predictive Analytics.

   c) What is Big data?

   d) Mention two applications of Business Analytics.

   e) What is the role of R language?

   f) What is open-source Software?

   g) Mention one example of HR Analytics

SECTION - B

Answer any **Four** of the following questions. Each question carries **5** marks.

(4×5=20)

2. Define Business Analytics. Explain its importance, scope and uses in modern organizations.

3. What is Business Intelligence (BI) compare BI and Business Analytics.

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4. What is Data Integration? Explain its need and advantages.

5. Discuss the major tools used in Data Analytics such as Excel, SQL, R, python and Tableau.

6. Discuss Dash board Analytics in business support functions sales and marketing, HR and Finance.

SECTION - C

Answer any **Two** of the following questions. Each quesiton carries **12** marks.(2×12=24)

7. Discuss the role of Data Science and Big data in Business decision making.

8. Describe data warehouse and data mining. Explain their applications and benefits.

9. Explain the importance of performance measurement in modern organisations.

SECTION - D

Answer any **One** of the following questions. Each question carries **6** marks.(1×6=6)

10. Explain the types of data analytics software, Compare open source and proprietary analytics tools with examples.

11. Explain visualization tools in business analytics.