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**PRESIDENCY UNIVERSITY**

**Bengaluru**

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| **End - Term Examinations – JANUARY 2025** |
| **Date:** 08 – 01- 2025 **Time:** 01:00 pm – 04:00 pm |

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| **School:** School of Commerce | **Program:** BCM**-**BA | |
| **Course Code :**BAH2020 | **Course Name:** Fundamentals of Business Analytics | |
| **Semester**: 1 | **Max Marks**: 100 | **Weightage**: 50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **11** | **11** | **26** | **26** | **26** |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

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| **Answer ALL the Questions. Each question carries 2 marks. (10Q x 2M = 20M)** | **Bloom's Level** | **CO** |

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| **1** | Discuss the hierarchy of information. | **2 Marks** | **Analyze** | **CO1** |
| **2** | Are the business problems handled efficiently with data analytics? Examine. | **2 Marks** | **Analyze** | **CO1** |
| **3** | How do you change column width? | **2 Marks** | **Apply** | **CO2** |
| **4** | How do you change the foreground color of a font? | **2 Marks** | **Apply** | **CO2** |
| **5** | What is a query in Powerquery? | **2 Marks** | **Remember** | **CO3** |
| **6** | Does the original data change when you transform data in Powerquery? Explain. | **2 Marks** | **Analyze** | **CO3** |
| **7** | Discuss how to name a cell. | **2 Marks** | **Remember** | **CO4** |
| **8** | Recall the options in round() function. | **2 Marks** | **Remember** | **CO4** |
| **9** | How do you display a date 5 days from today? | **2 Marks** | **Apply** | **CO5** |
| **10** | Can you pivot a unique value? Justify your answer. | **2 Marks** | **Analyze** | **CO5** |

**Part B**

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| **Answer ALL the Questions. Each question carries 7 marks. (5Q x 7M = 35M)** | | | **Bloom's Level** | **CO** |
| **11** | Explain the Excel as a business analytics tool. | **7 Marks** | **Understand** | **CO1** |
|  | **Or** | | | |
| **12** | List the users of business information for various purposes. | **7 Marks** | **Analyze** | **CO1** |

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| **13** | Explain the various options to insert a row or a column in a worksheet. | **7 Marks** | **Remember** | **CO2** |
|  | **Or** | | | |
| **14** | Examine the various options available to represent a number in a cell in different formats. | **7 Marks** | **Apply** | **CO2** |

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| **15** | What are the various options available to split a column data in Powerquery? | **7 Marks** | **Analyze** | **CO3** |
|  | **Or** | | | |
| **16** | When it is required to create a new column, with a new value, based on a calculation of a few values available already in the table, how do you go about it? | **7 Marks** | **Apply** | **CO3** |

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| **17** | Elucidate the process of calculating regression in Excel. | **7 Marks** | **Apply** | **CO4** |
|  | **Or** | | | |
| **18** | Explain the process of calculating correlation in Excel. | **7 Marks** | **Apply** | **CO4** |

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| **19** | Explain the various options available to modify a pivot table’s appearance. | **7 Marks** | **Analyze** | **CO5** |
|  | **Or** | | | |
| **20** | What is a timeline in a Pivot table? How do you connect with all the pivot charts in a dashboard? | **7 Marks** | **Understand** | **CO5** |

**Part C**

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| **Answer Any THREE Questions. Each question carries 15 marks. (3Q x 15M = 45M)** | **Bloom's Level** | **CO** |

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| **21** | Design the hierarchy of information users. | **15 Marks** | **Create** | **CO3** |
| **22** | Examine the environment required for a ETL process. | **15 Marks** | **Analyze** | **CO3** |
| **23** | Explain the procedure for creating a condition using nested IF clause in Excel with examples. | **15 Marks** | **Apply** | **CO4** |
| **24** | How do you represent a trend line using a chart? Explain the various formatting options available for a chart. | **15 Marks** | **Analyze** | **CO5** |