Roll No.												

PRESIDENCY UNIVERSITY

BENGALURU

Mid - Term Examinations – October 2025

Date: 08-10-2025 **Time:** 09.30am to 11.00am

School: SOC/SOM-UG	**Program:** BBA (Business Analytics)	
Course Code: BBB3022	**Course Name:** Applications of Business Analytics	
Semester: III	**Max Marks**:50	**Weightage**:25%

CO - Levels	**CO1**	**CO2**	**CO3**	**CO4**	**CO5**
Marks	**26**	**14**	**10**	**-**	**-**

Instructions:

(i) Read all questions carefully and answer accordingly.

(ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 2 marks. **5Q x 2M=10M**

1	Define data management in one sentence.	**2 Marks**	**L1**	**CO1**
2	List two common sources of data.	**2 Marks**	**L1**	**CO1**
3	What is the purpose of a pivot table in Excel?	**2 Marks**	**L2**	**CO1**
4	Describe the process of data cleaning.	**2 Marks**	**L2**	**CO2**
5	Define data visualization in your own words.	**2 Marks**	**L2**	**CO2**

Part B

Answer ALL the Questions. Each question carries 10 marks. **4Q x 10M=40M**

6.	Explain the importance of data quality and illustrate with an example how poor-quality data affects business decisions.	**10 Marks**	**L1**	**CO1**
	Or			
7.	Summarize different techniques for handling missing or incomplete data and classify them into basic and advanced methods.	**10 Marks**	**L1**	**CO1**

8.	Describe the process of data cleaning and outline why it is critical for reliable analysis.	**10 Marks**	**L1**	**CO1**
	Or			
9.	Interpret how pivot tables help in summarizing large datasets and explain their business relevance.	**10 Marks**	**L1**	**CO1**

10.	Define data visualization and explain why it is considered essential in business analytics.	**10 Marks**	**L2**	**CO2**
	Or			
11.	Illustrate with examples how tables and cross-tabulations are used in data visualization.	**10 Marks**	**L2**	**CO2**

12.	Explain the role of predictive analytics in healthcare and illustrate with an example how it improves patient outcomes.	**10 Marks**	**L3**	**CO3**
	Or			
13.	Describe how sports analytics uses prediction models and interpret the difference between skill and luck in performance.	**10 Marks**	**L3**	**CO3**