



PRESIDENCY UNIVERSITY

BENGALURU

Roll No.																			
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End - Term Examinations - December 2025

Date: 11 - 12- 2025

Time: 09:30am - 12:30pm

School: SOC / SOM (UG)	Program: BBA (Business Analytics)		
Course Code: BBB3022	Course Name: Applications of Business Analytics		
Semester: III	Max Marks: 100	Weightage: 50%	

CO - Levels	C01	C02	C03	C04	C05
Marks	20	20	20	20	20

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 2marks.

10Q x 2M=20M

1.	Define Big Data Management and mention any two of its characteristics.	2 Marks	L1	C01
2.	State the difference between structured and unstructured data with examples.	2 Marks	L1	C01
3.	Explain the term data dashboard and its role in managerial decisions.	2 Marks	L2	C02
4.	Write any two advantages of data visualization for business communication.	2 Marks	L2	C02
5.	Define predictive analytics and give one real-life application.	2 Marks	L2	C03
6.	Distinguish between forecasting and prediction in analytics.	2 Marks	L2	C03
7.	What is optimization in analytics?	2 Marks	L1	C04
8.	Explain the concept of simulation with a simple business example.	2 Marks	L2	C04
9.	What is meant by result interpretation in analytics reports?	2 Marks	L1	C05
10.	Identify two elements that contribute to effective decision support systems (DSS).	2 Marks	L1	C05

Part B

Answer ALL the Questions. Each question carries 7 marks.

5Q x 7M = 35M

11.	Describe the major steps involved in data Analysis from multiple data sources.	07 Marks	L3	C01
Or				
12.	Explain why data governance and quality assurance are crucial in analytics projects.	07 Marks	L2	C01
Or				
13.	Discuss the principles of clear visual design for analytical charts and dashboards.	07 Marks	L3	C02
Or				
14.	Explain how visual storytelling assists in communicating strategic insights.	07 Marks	L3	C02
Or				
15.	Elaborate on the importance of predictive analytics in financial risk assessment.	07 Marks	L2	C03
Or				
16.	Compare predictive models used in healthcare and sports domains.	07 Marks	L2	C03
Or				
17.	Illustrate how optimization models support resource-allocation decisions.	07 Marks	L3	C04
Or				
18.	Explain the role of simulation analysis in testing alternative business strategies.	07 Marks	L3	C04
Or				
19.	Outline the process of converting analytical results into executive summaries.	07 Marks	L3	C05
Or				
20.	Describe the theoretical stages of building and implementing a DSS.	07 Marks	L3	C05

Part C

Answer any three Questions. Each question carries 15marks

3Q x 15M=45M

21.	<p>A business group collects information from finance, HR, and marketing divisions. Each department uses different data formats, causing duplication and reporting delays.</p> <p>Questions:</p> <ol style="list-style-type: none"> 1. Analyze the theoretical significance of creating a centralized data repository for business analytics. 2. Explain how data integration and standardization enhance coordination and decision quality. 	15 Marks	L3	C01
22.	<p>A corporate board receives a series of performance charts, but some executives misread the information due to complex visuals.</p> <p>Questions:</p>	15 Marks	L3	C02

	<p>1. Evaluate how clarity and simplicity in design affect the interpretation of visual reports.</p> <p>2. Discuss the importance of visual ethics and context in ensuring accurate communication of data insights.</p>			
23.	<p>A human-resources team wants to predict which employees may leave based on past attendance and satisfaction records.</p> <p>Questions:</p> <p>1. Explain how predictive analysis of HR data supports long-term workforce planning.</p> <p>2. Assess the ethical concerns involved in using employee data for predictive purposes.</p>	15 Marks	L3	C03
24.	<p>A city transport authority aims to allocate buses efficiently on different routes during peak hours through a data-driven strategy.</p> <p>Questions:</p> <p>1. Propose how prescriptive analytics can help determine optimal route allocation and scheduling.</p> <p>2. Design a conceptual framework linking objectives, constraints, and decision variables for transport optimization.</p>	15 Marks	L3	C04
25.	<p>A retail enterprise asks its analyst to present customer-trend findings to sales teams with limited analytics knowledge.</p> <p>Questions:</p> <p>1. Develop a framework for simplifying technical findings into clear business recommendations.</p> <p>2. Suggest how visual storytelling can increase engagement and actionability of analytical reports.</p>	15 Marks	L3	C05