PRESIDENCY UNIVERSITY
BENGALURU

SET B

SCHOOL OF MEDIA STUDIES
END TERM EXAMINATION - JAN 2024

Semester : Semester I - 2023
Course Code : BAH2020
Course Name :FUNDAMENTALS OF BUSINESS ANALYTICS
Program : B.COM.

Date : 18-JAN-2024
Time : 1:00 PM - 4:00 PM
Max Marks : 100
Weightage : 50%

Instructions:
(i) Read all questions carefully and answer accordingly.
(ii) Question paper consists of 3 parts.
(iii) Scientific and non-programmable calculator are permitted.
(iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS   5X2M=10M

1. In Power Query, what are the types of sources from which data can be imported? (CO1) [Knowledge]

2. What is Data transformation in power query?   f7 C&Ł♂ bck `YX[YQ

3. Which type of join combines rows from two tables based on a common key and includes only the rows where the key matches in both tables?   f7 C' Ł♂ bck `YX[YQ¨

I È True/False: In a Left Join, all the rows from the left table and matching rows from the right table are included in the result, and any non-matching rows from the right table are excluded.
    Á Á   Á   Á   Á   Á   Á   Á   Á   Á   Á   f7 C)Ł♂ bck `YX[YQ

Í È True/False: The primary purpose of the analysis phase in the analytical cycle is to make sense of collected data and derive meaningful insights.   Á Á   Á   f7 C&Ł♂ bck `YX[YQ

PART B

ANSWER ALL THE QUESTIONS   5X10M=50M

6. Describe the main purpose and function of the VLOOKUP formula in Excel. How does it contribute to data retrieval?   f7 C%Ł♂ ca dfY\ Ybg]cbQ

7. Describe in detail the steps to merge two tables in Power (CO2) [Comprehension]

8. Explain the process of using the "Find" function in Excel to locate specific information within a worksheet. Provide step-by-step instructions and mention any options available for refining the search.
                    ¨f7 C' Ł♂ ca dfY\ Ybg]cbQ¨¨¨

9. Explore the impact of Business Analysts on project outcomes. How does effective BA involvement contribute to project success, and what challenges may arise if BA roles are not well-defined?

                    ¨f7 C)Ł♂ ca dfY\ Ybg]cbQ

10. Present a practical scenario where using "Find and Replace" is beneficial. Describe the steps of finding and replacing specific information in a worksheet to address the scenario.

(CO5) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS   **2X20M=40M**

11. Define and illustrate trend lines, histograms, bar charts, and pie charts. Briefly explain the primary purpose of each type.

(CO 4) [Application]

12. Illustrate different methods for importing data into Power Query from databases, web sources, and files. Compare and contrast the procedures for each source type.

(**CO 4) [Application]**