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**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF COMMERCE
MID TERM EXAMINATION - NOV 2023**

Semester : Semester I - 2023

Course Code : BAH2020

Course Name : Sem I - BAH2020 - Fundamentals of Business Analytics

Program : BCH

Date : 3-NOV-2023

Time : 2:00PM - 3:30PM

Max Marks : 50

Weightage : 25%

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

(5 X 2 = 10M)

1. Explain EDA? How is it relevant in the overall analytical lifecycle?
(CO1) [Knowledge]
2. What are the core skills and competencies that a business analyst (BA) should possess to excel in their role?
(CO1) [Knowledge]
3. Explain the role of analytics in identifying and mitigating risks within a business context.
(CO1) [Knowledge]
4. Describe the steps to add border to a range of cells.
(CO2) [Knowledge]
5. How can the "Find and Replace" function in Excel assist in data manipulation?
(CO2) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(2 X 10 = 20M)

6. What are the different roles in Business Analytics?
(CO1) [Comprehension]
7. How can number formatting in Excel be used to enhance the clarity and readability of financial reports or invoices? Provide specific examples of formatting options in Excel.
(CO2) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTION

(1 X 20 = 20M)

8. What is a clipboard in excel? Explain the various Paste Special features available.

(CO2) [Application]