

Roll No



**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF MANAGEMENT  
MID TERM EXAMINATION - OCT 2023**

**Semester :** Semester III - 2022

**Course Code :** BBB3022

**Course Name :** Sem III - BBB3022 - Application of Business Analytics

**Program :** BBA

**Date :** 2-NOV-2023

**Time :** 11:30AM - 1:00PM

**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. Outline the significance of the data. (CO1) [Knowledge]
2. List the significance of business analytics in firms to achieve profit maximization (CO1) [Knowledge]
3. List the applications of analytics with a suitable example (CO1) [Knowledge]
4. Label the data visualization applications that help organizations make data-driven decisions. (CO2) [Knowledge]
5. Outline the best practices used in PWC's data visualization. (CO2) [Knowledge]

**PART B**

**ANSWER ALL THE QUESTIONS**

**(2 X 10 = 20M)**

6. Compare and contrast the positive and negative aspects of data. (CO1) [Comprehension]
7. Explain the practical uses of data visualizations using an appropriate illustration. (CO2) [Comprehension]

## PART C

### ANSWER THE FOLLOWING QUESTION

(1 X 20 = 20M)

8. Zoom is a web-based communication platform that uses a unified brand perception dashboard to simplify, optimize and improve marketing activities among departments, products, and campaigns. In this case,
1. Determine the steps needed to create dashboards in Zoom to optimize their marketing operations.
  2. How can dashboards help companies in tracking revenue, new product development, and advertising? Interpret it

(CO2) [Application]