

Gandhi Institute of Engineering and Technology University, Odisha, Gunupur (GIET University)

B.B.A. (Fourth Semester - Regular) Examinations, April – 2026

23BBAPC24006 – Basics of Business Analytics



Time: 3 hrs

Maximum: 60 Marks

(The figures in the right hand margin indicate marks.)

PART – A

(2 x 10 = 20 Marks)

Q.1. Answer **ALL** questions

	CO #	Blooms Level
a. Mention any two types of Analytics.	CO1	K1
b. Define Executive Information System (EIS).	CO1	K1
c. Describe Predictive Analytics.	CO2	K2
d. Explain the purpose of a dashboard.	CO2	K1
e. Define Marketing Analytics.	CO3	K3
f. Describe Supply Chain Analytics	CO3	K2
g. Define Data Visualization	CO4	K1
h. Describe Live connection in data importing.	CO4	K3
i. Explain a parameter in data visualization tools.	CO5	K3
j. Explain a dashboard.	CO5	K2

PART – B

(8 x 5 = 40 Marks)

Answer **all** the questions

	Marks	CO #	Blooms Level
2. a. Describe various types of analytics and their applications in business (OR)	8	CO1	K2
b. Discuss the differences between Business Analytics, Business Intelligence, and Data Mining.	8	CO1	K1
3.a. Explain various data visualization techniques such as tables, charts, cross-tabulation, and dashboards. How do they help managers in decision-making? (OR)	8	CO2	K2
b. A company has the following sales data: I. Calculate the trend using simple average growth II. Forecast sales for 2024 & Interpret the result for decision making.	8	CO2	K3

Year	Sales
2020	100
2021	120
2022	140
2023	160

4.a. Explain the concept of Contemporary Analytics. Discuss the applications of Financial, HR, and Marketing Analytics in business with suitable examples. (OR)	8	CO3	K2
b. Explain the nature and importance of descriptive analytics in business decision-making.	8	CO3	K3

5.a.	Explain the concept of predictive analytics and its importance and applications in business.	8	CO4	K1
	(OR)			
b.	Explain how the following analytics areas contribute to business growth and competitive advantage:	8	CO4	K2
	Customer Analytics for New Product Development			
	Retail Analytics			
	Sales Force Analytics			
	Supply Chain and Logistics Analytics			
	Support your answer with real-world examples.			
6.a.	Explain the concept of data visualization. Discuss various visualization techniques such as bar charts, line charts, scatter plots, histograms, and heat maps. How do they help in managerial decision-making?	8	CO5	K2
	(OR)			
b.	A retail company wants to analyze its sales data across different regions and time periods.	8	CO5	K3
	Suggest suitable visualization techniques (at least 4)			
	Explain how dashboards can be used			
	Describe how filters and parameters can improve analysis			
	Explain how hidden insights can be identified			
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