**QP CODE**

**T5039**

## M.COM DEGREE EXAMINATIONS, MAY 2024
### First Semester
### M21CM04DC – Business Analytics
### (2023 July admissions)

Time: 3 Hours                                                    Max Marks: 70

## Section A

**Answer any five of the following questions in two or three sentences each. Each question carries 2 marks.**

1. What is STP model?
2. What is OLAP?
3. Mention the role of Business layer in BI.
4. How Data Mart is different from Data Warehouse?
5. What is Normalisation?
6. What is meant by 'Business Report'?
7. What is KPIs?
8. What are financial ratios?

**(2X5=10)**

## Section B

**Answer any six of the following questions in one page each. Each question carries 5 marks.**

9. Describe the basic functions of a business enterprise.
10. Discuss the role of Information Technology in business.
11. Explain the application of analytics in business.
12. Differentiate structured, semi-structured and unstructured data.
13. Explain the role of Business Intelligence in decision making within an organisation.
14. Write a short note on the Data warehouse.
15. What is Data Model? Explain various techniques of Data Model.
16. Explain Ad hoc Analysis.
17. Why Key Performance Indicators are important for measuring organisational success?

18. Discuss various types of Enterprise Reporting Analytics.

**(5X6=30)**

# Section C

**Answer any two of the following questions in four pages each. Each question carries 15 marks.**

19. What is Digital Marketing? Explain its benefits.

20. Explain Management Information System and put down the drawbacks in implementing MIS.

21. Discuss various aspects of Data Profiling.

22. Elaborate Enterprise reporting and its types.

**(15X2=30)**