

Jamia Hamdard
School of Management and Business Studies
Department of Management
Odd Semester Examination – December 2025
BBA Semester III/ Backlog/ Re Admission
Business Analytics & BBA-SE-03

Roll No...

Duration: 1.5 Hour

Max. Marks:30

Section A - Short Answer

(4X3=12)

Note: Attempt any THREE Questions. All questions carry equal marks.

- Q1: Explain the scope of Business analytics in contemporary organisations.
- Q2: Discuss the important uses of dashboards.
- Q3: Explain the steps of creating a Pivot Table in Excel with the help of a flow chart.
- Q4: What do you understand by Artificial Intelligence (AI) and Machine Learning (ML)?
- Q5: Differentiate between Predictive and Prescriptive Analytics.

Section B-Long Answer

(9X2=18)

Note: Attempt any TWO Questions. All questions carry equal marks.

- Q1: Explain different types of data and their uses in Business analytics.
- Q2: What do you understand by marketing analytics? Discuss the key applications of Business analytics in the marketing sector.
- Q3: Discuss the current trends and future outlook of Business analytics.
- Q4: Discuss the overview, uses, and limitations of Tableau, Power BI, Qlik Sense, Spotfire, and MicroStrategy software.
- Q5: Discuss the uses of Business analytics in contemporary organisations.