

QP Code: D134289		Total Pages: 1	Name:
			Register No.
THIRD SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025			
(CUFYUGP)			
COM3MN209 Business Analytics Tools			
2024 Admission onwards			
Maximum Time :2 Hours			Maximum Marks :70
Section A			
All Questions can be answered. Each Question carries 3 marks (Ceiling: 24 Marks)			
1	Define Business Analytics and explain its purpose.		
2	Identify the key steps in the Analytical Cycle.		
3	Distinguish between data, information, and knowledge with examples.		
4	Define cell referencing and give examples of relative and absolute references.		
5	Explain the use of the Freeze Panes and Wrap Text features in Excel.		
6	What is conditional formatting? Mention two situations where it can be applied.		
7	Define Power Query and state its main purpose.		
8	Explain any three basic transformations available in Power Query.		
9	Define an Arithmetic Formula and give an example.		
10	What is the use of the SUM and AVERAGE functions?		
Section B			
All Questions can be answered. Each Question carries 6 marks (Ceiling: 36 Marks)			
11	Discuss the key skills required for a Business Analyst.		
12	Illustrate how data analytics can help in solving a real-life business problem.		
13	Explain step-by-step how to format cells, borders, and fonts using Excel tools.		
14	Describe the process of organizing and editing worksheets in Excel.		
15	Explain how Power Query helps in combining data from multiple sources.		
16	Design a Power Query process to merge two tables with similar fields.		
17	Demonstrate how to use SUM, AVERAGE, and MAX functions to analyze data.		
18	Explain with an example how IF and Nested IF statements work.		
Section C			
Answer any ONE. Each Question carries 10 marks (1x10=10 Marks)			
19	Analyze how Business Analytics tools can improve decision-making efficiency in an organization.		
20	Evaluate the use of advanced Excel functions like VLOOKUP, IFERROR, and INDEX-MATCH in data analytics projects.		