B.Sc DEGREE (CBCS) REGULAR / IMPROVEMENT / REAPPEARANCE EXAMINATIONS, OCTOBER 2024

Third Semester

Core Course - CO3OCT08 - DATA ANALYTICS FOR COMMERCE

2017 Admission Onwards

9713AAF6

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Identify the purpose of data analytics in business decision-making.

2. Identify one key area of study within data science.

3. Name the four basic types of measurement scales.

4. Define "data" in the context of data analytics.

5. Identify one main difference between traditional and big data analytics.

6. How can data analytics be used to optimize pricing strategies in commerce?

7. What is the purpose of the "Query Editor" in Power Query?

8. Which language is used to manage and manipulate data in databases?

9. What is data visualization?

10. What is the role of data cleaning in data analysis?

11. Identify the purpose of data analytics software.

12. What is a function in Python?

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Describe key data pre-processing steps. How do these steps improve data quality for analysis?

14. Differentiate between descriptive and prescriptive analytics.

15. Discuss the key aspects of data modeling.

16. Discuss the functions associated with combining data from multiple sources.

17. Explain the process of data transformation in Power Query.

18. Explain the key steps involved in the data mining process.

19. Discuss the features any five data visualization techniques.

20. Discuss the key features of SQL and its role in data analysis.

21. Describe the different data types in C and PHP.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Explain various data structures in data analytics.

23. Describe key SQL commands used for managing tables, such as CREATE, INSERT etc.

24. Describe the applications of Data Analytics in Commerce.

25. Describe how coding languages are used in data analytics tasks.

(2×15=30)