

**INDIAN INSTITUTE OF MANAGEMENT AND COMMERCE, HYDERABAD**

**B.Com - Business Analytics, II Semester**

**SUBJECT: DATA ANALYTICS ESSENTIALS**

**Important Questions Unit-Wise**

**Unit-I**

**Short Answers questions:**

1. Differentiate between Structured and Unstructured data with examples.
2. What is data life cycle management
3. Write short notes on various data models
4. Write short notes on data abstraction

**Essay questions:**

5. Explain in detail about Structured, Semi-structured, and unstructured data with examples
6. What is data modelling? Explain different types of data models

**Unit-II**

**Short Answers questions:**

1. Define data profiling and explain its importance
2. What is data cleaning? Explain with examples
3. What is standardization. Give examples
4. What is normalization. Explain its importance

**Essay questions:**

5. Explain data cleaning activities in detail
6. explain about Standardization, Normalization and Deduplication techniques in detail

**Unit-III**

**Short Answers questions:**

1. Define data quality and list dimensions of data quality
2. Define Master Data Management
3. Differentiate between ETL and ELT

4. Write short notes on Talend Data Integration and SSIS

**Essay questions:**

5. Explain in detail about Data quality and its dimensions and benefits

6. Explain ETL process in detail with its stages

**Unit-IV**

**Short Answers questions:**

1. Differentiate between Database and Datawarehouse

2. Write short notes on Datawarehouse, Data mart, and Data lakes

3. Differentiate between OLTP and OLAP

4. Differentiate between ETL and ELT

**Essay questions:**

5. Explain in detail about Data warehousing techniques

6. Explain about Data cubes and in-memory databases

**Unit-V**

**Short Answers questions:**

1. Define business context in analytics

2. What are business drivers. Give examples

3. What is CRISP-DM

4. What is ROI in analytics projects

**Essay questions:**

5. Explain the role of analytics in strategic decision making across different organizational levels

6. Explain how analytics creates business value across finance, healthcare, retail and manufacturing sectors