



Paper id: 252739

Printed Page: 1 of 2  
Subject Code: BBA206

Roll No:

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**BBA**  
**(SEM II) THEORY EXAMINATION 2024-25**  
**IT APPLICATION – II**

**TIME: 3 HRS****M.MARKS: 70**

Note: Attempt all Sections. In case of any missing data; choose suitably.

**SECTION A****1. Attempt all questions in brief.****02 x 7 = 14**

Q no.	Question	CO	Level
a.	How does the COUNTIF function work? Give a use case.	1	K2
b.	Explain the use of the AVERAGE function.	1	K2
c.	What is the use of the Goal Seek tool in Excel?	2	K1
d.	Mention the importance of data consolidation.	2	K1
e.	What is a Pivot Table? Mention any two uses.	3	K1
f.	Mention precautions while using social media.	4	K1
g.	Explain the role of AI in business.	5	K2

**SECTION B****2. Attempt any three of the following:****07 x 3 = 21**

a.	Explain various mathematical functions in MS Excel with appropriate examples.	1	K2
b.	Discuss the role of Excel in statistical data analysis. Mention tools for regression, correlation, and moving averages.	2	K2
c.	Describe the role of dashboards in decision-making. Mention key components of a business dashboard.	3	K2
d.	Write a detailed note on cyber threats and their prevention in the context of social communication.	4	K2
e.	Discuss the role of IT in digital marketing, artificial intelligence, and virtual reality.	5	K2

**SECTION C****3. Attempt any one part of the following:****07 x 1 = 07**

a.	Write a detailed note on logical operations in Excel. How can they be used for decision-making?	1	K2
b.	Create a monthly expense tracker in Excel and use formulas to identify maximum, minimum, and average expense categories.	1	K3



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**4. Attempt any one part of the following:**

**07 x 1 = 07**

<b>a.</b>	Describe the difference between VLOOKUP and HLOOKUP functions. Provide syntax and real-time applications.	2	K2
<b>b.</b>	Use Scenario Manager to evaluate best-case, worst-case, and average-case profit margins based on changing cost and selling price.	2	K2

**5. Attempt any one part of the following:**

**07 x 1 = 07**

<b>a.</b>	Create a Pivot Table using sales data of different products across various regions and summarize total sales.	3	K3
<b>b.</b>	Discuss the use of tools like ggplot2 in R and Matplotlib in Python for advanced data visualization.	3	K2

**6. Attempt any one part of the following:**

**07 x 1 = 07**

<b>a.</b>	Explain the risks and precautions related to sharing personal information on social media.	4	K2
<b>b.</b>	Analyze how social media is used for networking and personal branding in business.	4	K3

**7. Attempt any one part of the following:**

**07 x 1 = 07**

<b>a.</b>	Explain the features and components of a Transaction Processing System (TPS). Illustrate with examples how TPS is used in inventory management and billing systems.	5	K2
<b>b.</b>	Write a detailed note on the structure and application of a Management Information System.	5	K2