

Time : 2-30 Hours]

Instructions:

- Figures to the right indicate Full Marks.
- Do not write anything on the question paper.

Q.1 Explain the process of business decision making and chalk out the need of financial analytics in business. Why is it becoming more crucial in modern economy? (14)

OR

Define financial analytics. Explain 6 key types of financial analytics with real life scenarios and 3-4 industry case studies.

Q.2 Define data analysis and explain the importance. What are the key components of data analysis? (14)

OR

What are the tools and techniques for data analysis in finance? Give example of any one financial analytics software program.

Q.3 What are the measures to improve cyber security? Illustrate latest cyber security solutions in fintech industry (14)

OR

Give overview of common losses to consumer due to rising financial risks with examples. Which are the thefts that are deemed to be due to cybersecurity issues but are actually due to customers negligence?

Q.4 What are the various categories of functions available in excel? State & explain any 10 formulas with examples. (14)

OR

What is pivot analysis in advance excel? Explain 4 primary pivot table areas and chalk out process of data analysis with pivot table.

Q.5 Re-Write the question and answer in Short or select the correct answer from given options. (1 mark each) (14)

1. Business Decision making is striking a balance between Intuition & _____
 - A. Reports
 - B. Data
 - C. Gut Feeling
 - D. Hippo

2. Give the Full Form of BFSI
3. Which is not a Business Model in financial Analytics
 - A. B2B
 - B. B2C
 - C. B2E
 - D. B2D
4. Name top 3 skills if Financial Data Analyst.
5. ___ refers to the amount of finance which a company has borrowed from outside to run its operations as against its investment.
 - A. Liquidity
 - B. Leverage
 - C. Profitability
6. Current Ratio is a ___ Ratio
 - A. Efficiency
 - B. Liquidity
 - C. Coverage
 - D. Dividend
7. Give examples of Non-Transactional Data
8. Name 5 Financial Analytics Software Programs
9. Give Full Form of SWOT
10. What does **CTRL + Home** do?
 - A. Moves forward between main areas
 - B. Moves backward between main areas
 - C. Moves to the beginning of a worksheet
 - D. Moves to the end of a worksheet
11. Which is not a wild card character in MS Excel?
 - A. *Asterisk
 - B. ? Question Mark
 - C. ~ Tilde
 - D. + Addition sign
12. Give the purpose & formula for the function: Concatenate
13. Give the purpose & formula for any one of the functions: Round or Max
14. State any 4 future trends in Data Analysis.
