

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
BBA, Term – VII ,Term End Assessment MARCH 2024
IT Skills-2 (BBCB017)

Duration: 90mins

Max Marks: 25

- Instructions:**
- 1) Start each question on a fresh page.
 - 2) Figures to the right indicate maximum marks.
 - 3) Make necessary assumptions wherever needed.

Answer **any five** of the following in 90 – 120 words each:

Q.1 You are managing a sales report in Excel for your team. You need to calculate the commission earned by each salesperson based on their sales targets. While setting up the formulas, you encounter the concepts of absolute and relative cell references in Excel. 5 marks

Explain the concept of absolute and relative cell references in Excel and provide examples illustrating their differences and practical applications in this sales report scenario.

Q.2 Discuss a feature in Excel that plays a vital role in maintaining the accuracy and integrity of data within spreadsheets. Provide examples of how this feature can be applied with rules to ensure the reliability of business data, particularly in managing a customer database for a retail company. 5 marks

Q.3 As a retail manager, you want to offer a discount on certain products based on customer loyalty. Describe how you would use Excel's IF function to calculate the discounted price for loyal customers who have made more than five purchases. Provide a step-by-step explanation, including how you would structure the logical test and display the discounted price. 5 marks

Q.4 5 marks

Customer ID	Customer Name
001	John Doe
002	Jane Smith

Using the provided table, explain how you would utilize five different text functions in Excel to extract and manipulate data effectively. Discuss how these functions can be used to enhance data management and analysis

tasks within a business context.

- Q.5 You are tasked with analyzing sales data for a retail company in Excel. Explain how you would utilize the pivot table feature to summarize and visualize the sales performance across different product categories and regions. Provide a step-by-step explanation of setting up and customizing a pivot table in this scenario, highlighting its effectiveness in generating actionable insights from large datasets. 5 marks
- Q.6 Differentiate between HLOOKUP and VLOOKUP functions in Excel, using an educational institute's student database scenario. Provide concise examples demonstrating the application of each function for retrieving specific student details, such as grades or attendance records. Highlight their unique advantages in educational data management. 5 marks
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