4M1469

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M.B.A. IV - Sem. (Main / Back) Exam., - 2023
Business Analytics
M-461 Data Visualization for Managers

Time: 3 Hours   **Maximum Marks: 70**

Instructions to Candidates:

   (i)   The question paper is divided in three parts.

   *(ii) **Part A** contains **10** questions which are compulsory. **Part B** contains **eight** questions out of which **five** are to be attempted. **Part C** contains **one** question which is compulsory.*

1.   NIL _____   2.   NIL _____

PART – A   [10×2=20]

All questions are compulsory

Q.1   What is Data Visualization? What is the purpose of it?

Q.2   What do you understand by Data Visualization tools?

Q.3   Briefly explain Time Series method.

Q.4   What do you understand by Google Cloud Storage?

Q.5   Briefly explain the process of connecting data sets to various Google Marketing Platform.

Q.6   What do you understand by Tableau dashboard?

Q.7   Briefly explain the process of working with my work space group in Power BI.

Q.8   What is 3D Graphs in R programming?

Q.9   What is auto filters?

Q.10 What do you understand by Scatter plot maps?

PART – B

Attempt any five questions

Q.1   Explain Data Visualization Process, Methodology and Data Visualization design objectives.

Q.2   What do you understand by Data Representation? Explain the Seven stages of Data Visualization in detail.

Q.3   Discuss various Visualization Data Methods. Explain the function of Trees, Networks and Graphs.

Q.4   Explain Data Acquisition Process. Briefly explain the different tools available for acquiring data from internet.

Q.5   Explain the different components and Data Visualization process of Google Data Studio.

Q.6   How tableau helps in performing Advanced Visualization and Analytics? Explain by taking suitable example.

Q.7   Explain the applications of Power BI tools. What are limitations of Power BI?

Q.8   Explain Bar / Line Chart, Box plot and Scatter plot in R by taking example.

PART – C

[20]

(Compulsory)

Q.1   Perform the Comparative Analysis between Tableau and Power BI for the following parameters:

(a) Data Transformation

(b) Report generations

(c) Data Analytics and Visualization