

4M1469

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M.B.A. - IV Sem. (Main) Examination, July - 2022

BUSINESS ANALYTICS

M-461 Data Visualization For Managers

Time : 3 Hours

Maximum Marks : 70

Instructions to Candidates:

- 1) *The question paper is divided in **three** parts.*
- 2) *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.*

PART-A

(Word limit **25** only)

All questions are **compulsory**

(10×2=20)

1. Define data visualisation?
2. Explain two factors of Data visualisation?
3. Define Data visualisation widgets?
4. Write down two methods of data visualisation?
5. How Asynchronous Image Downloads?
6. Discuss interactive reports with viewer filters and date range controls by using data visualisation?
7. Give examples of social media platform?
8. What is need of power BI?
9. Define data analysis expressions (DAX)?
10. Differentiate Histogram and Scatter plot visualisation with example?

PART-B

Attempt any **five** questions

(5×6=30)

1. What do you understand by data visualisation function and tone?
2. Discuss only seven stages of data visualisation?

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3. Write short notes on data any three :
 - a. Role of Mapping.
 - b. Visualisation of Time series.
 - c. Scatterplot maps.
 - d. Hierarchies and Recursion.
 - e. Info graphics.
4. What are the tools for Acquiring data from the Internet?
5. Write down the various steps involved to present tableau format with examples?
6. What is Google cloud storage and how it is beneficial for us?
7. How to present publish power BI report?
8. Differentiate Correlogram and Dendrogram?

PART - C

Compulsory

(20)

1. What is Google data studio and also explain sharing and collaborating data studio files with another editor?
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