



PRESIDENCY UNIVERSITY

BENGALURU

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| Roll No. | | | | | | | | | | | | | | | | | | | |
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Mid - Term Examinations - March 2026

Date: 12-03-2026

Time: 09:30am - 11.00am

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|------------------------------|--|-----------------------|--|
| School: SOCSE | Program: B.Tech in Big Data | | |
| Course Code : CBD2502 | Course Name: Data Visualization and Reporting | | |
| Semester: IV | Max Marks: 50 | Weightage: 25% | |

| CO - Levels | C01 | C02 | C03 | C04 | C05 |
|-------------|-----|-----|-----|-----|-----|
| Marks | 46 | 42 | - | - | - |

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 2marks.

5Q x2M=10M

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|---|--|---------|----|-----|
| 1 | Define data visualization. | 2 Marks | L1 | C01 |
| 2 | List any two visual encoding channels. | 2 Marks | L1 | C01 |
| 3 | Define explanatory visualization. | 2 Marks | L1 | C01 |
| 4 | What is Tableau? | 2 Marks | L1 | C02 |
| 5 | List any two advantages of Power BI. | 2 Marks | L1 | C02 |

Part B

Answer the Questions.

Total Marks 40M

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|-----------|----|---|----------|----|-----|
| 6. | a. | Discuss the importance of data visualization in analytics with suitable real-world examples. | 10Marks | L2 | C01 |
| Or | | | | | |
| 7. | a. | Differentiate between exploratory and explanatory visualization. | 10 Marks | L2 | C01 |

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| 8. | a. | Explain how different visual encoding techniques impact perception. | 10Marks | L2 | C01 |
| Or | | | | | |
| 9. | a. | Illustrate the importance of visualization in data analytics. | 10 Marks | L2 | C01 |

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| 10. | a. | Summarize the steps involved from data collection to final dashboard/report generation. | 10 Marks | L2 | C02 |
| Or | | | | | |
| 11. | a. | Explain the stages of setting up data pipelines (ingestion, transformation, storage, and visualization) with a neat diagram. | 10 Marks | L2 | C02 |

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| 12. | a. | Demonstrate the role of data preprocessing in visualization workflows. | 10 Marks | L2 | C02 |
| Or | | | | | |
| 13. | a. | Explain the features and applications of Tableau and Power BI. | 10 Marks | L2 | C02 |