PRESIDENCY UNIVERSITY
BENGALURU

SET A

SCHOOL OF MANAGEMENT
END TERM EXAMINATION - JAN 2024

Semester : Semester V - 2021

Course Code : BBB3023

Course Name : Data Visualization

Program : BBA

Date : 10-JAN-2024

Time : 1:00 PM - 4:00 PM

Max Marks : 100

Weightage : 50%

Instructions:
(i) Read all questions carefully and answer accordingly.
(ii) Question paper consists of 3 parts.
(iii) Scientific and non-programmable calculator are permitted.
(iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS   **5 X 2M = 10M**

1. List the significance of data visualization in the Industry 5.0 era

(CO1) [Knowledge]

2. Identify the popular challenges faced while creating data visualizations in Tableau

(CO2) [Knowledge]

3. Outline the significance of calculated fields in the Tableau reports.

(CO3) [Knowledge]

4. Identify the importance of tableau support in the creation of multi-geo graphs

(CO4) [Knowledge]

5. Label the various kinds of charts used in visual analytics

(CO2) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS   **5 X 10M = 50M**

6. Describe the major impact of visual analytics in the supply chain sector with a suitable example
(CO1) [Comprehension]

7. How do dashboards contribute significantly to companies? Explain with an appropriate example

(CO2) [Comprehension]

8. Describe the steps involved in generating a fundamental Tableau report
(CO3) [Comprehension]

9. Explain the steps to develop multiple geo-graph in data visualization using Tableau

(CO4) [Comprehension]

10. Describe the role of dashboards in data-driven decisionmaking in HP company

(CO2) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS   **2 X 20M = 40M**

11. Ms. Tina works as a data analyst for a retail company, where she analyzes sales performance data over the previous year. Sales figures, product categories, and geographic locations are all included in the dataset. In this context,

   1. How would you create a data visualization to reflect the total sales performance of several product categories over the last year? Interpret your answer with suitable steps to develop the visualization
   2. Demonstrate the types of visualizations and key elements used in the analysis

(CO1) [Application]

12. Sapna works as an HR analyst for a multinational firm, and she is in charge of developing an employee engagement dashboard. The dashboard should include figures on employee satisfaction, turnover rates, and the effectiveness of training programs. In this context,

   1. How the dashboard may be utilized to make strategic HR decisions. Interpret it
   2. Demonstrate how the employee engagement dashboard improves the employee's job satisfaction in the firm

(CO2) [Application]