

Roll No																			
---------	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--



**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF MANAGEMENT
MID TERM EXAMINATION - NOV 2023**

Semester : Semester V - 2021

Course Code : BBB3023

Course Name : Sem V - BBB3023 - Data Visualization

Program : BBA

Date : 3-NOV-2023

Time : 2:00PM - 3:30PM

Max Marks : 50

Weightage : 25%

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 2 = 10M)

1. Describe the dashboard features helps in sales analysis in Walmart company
(CO1) [Knowledge]
2. Outline the possible benefits of data visualization in LinkedIn site to increase their sales 90%.
(CO1) [Knowledge]
3. Identify the purpose of using data visualization in market research firms to optimize the business
(CO1) [Knowledge]
4. List the types of charts used in data visualization
(CO2) [Knowledge]
5. Define Story telling with a example
(CO2) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(2 X 10 = 20M)

6. Explain the various product suites of Tableau and mention the advantages of data visualization
(CO1) [Application]
7. Explain the data story telling with a suitable example. Why is it important in the firms and how it brings success to the organizations?
(CO2) [Application]

PART C

ANSWER THE FOLLOWING QUESTION

(1 X 20 = 20M)

8. In the present scenario, the companies require a dashboard to monitor key performance index or metrics. Prepare the steps that would taken to design and develop an effective dashboard

(CO2) [Application]