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PRESIDENCY UNIVERSITY BENGALURU

**SET-A**

SCHOOL OF MANAGEMENT

**END TERM EXAMINATION - MAY /JUNE 2024**

**Semester :** Semester IV - 2022

**Course Code :** BBB3007

**Course Name :** - Data Visualization

**Program :** BBA

**Date :** June 18, 2024

**Time :** 9:30 AM - 12:30 PM

**Max Marks :** 100

**Weightage :** 50%

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Question paper consists of 3 parts.*
3. *Scientific and non-programmable calculator are permitted.*
4. *Do not write any information on the question paper other than Roll Number.*

**PART - A**

**ANSWER ANY 5 QUESTIONS 5 X 2 = 10M**

* 1. Outline the possible benefits of data visualization in the Google search engine to increase their sales by 90%.

(CO1) [Knowledge]

* 1. List the types of charts used in data visualization able to make data driven decision making in the firms.

(CO1) [Knowledge]

* 1. Why do firms create data visualization? Describe it.
  2. Describe the dashboard features help in sales analysis in Walmart Company.
  3. List the various functions used in Tableau for data analysis.
  4. . Define pareto chart with an example.
  5. Define predictive analytics with an illustration.

(CO2) [Knowledge] (CO2) [Knowledge] (CO3) [Knowledge]

(CO4) [Knowledge] (CO5) [Knowledge]

**PART - B**

**ANSWER ANY 5 QUESTIONS 5 X 10 = 50M**

* 1. Explain the various product suite of Tableau and mention the advantages of data visualization

(CO1) [Comprehension]

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

(CO1) [Comprehension]

* 1. Explain the importance and benefits of story telling in e-retailing

(CO2) [Comprehension]

* 1. Describe the application of data visualization with a suitable example.

(CO2) [Comprehension]

* 1. Explain the significance of user engagement for visualization in marketing to generate sales reports

(CO3) [Comprehension]

* 1. Distinguish the steps to develop the multi geo graph using Tableau software

(CO4) [Comprehension]

* 1. Describe the applications of predictive analytics in data visualization with a suitable example

(CO5) [Comprehension]

**PART - C**

**ANSWER ANY 2 QUESTIONS 2 X 20 = 40M**

* 1. Illustrate how tableau reports benefits to the organization.

(CO2) [Application

* 1. Illustrate the applications multivariate visualization in data visualization

(CO4) [Application

* 1. Illustrate and explain the applications of cluster analysis in data visualization.

(CO5) [Application]