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**PRESIDENCY UNIVERSITY
BENGALURU**

SET B

**SCHOOL OF MANAGEMENT
END TERM EXAMINATION – MAY / JUNE 2024**

Semester : Semester VI - 2021

Course Code : BBB3007

Course Name : Data visualisation

Program : BBA

Date : May 29, 2024

Time : 09.30am to 12.30pm

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 ANY 5 QUESTIONS

5 X 2 = 10M

1. List any two differences in Tableau Mobile and Tableau Desktop. (CO1) [Knowledge]
2. List any two advantages in Tableau Desktop application. (CO1) [Knowledge]
3. List any two features of Tableau Desktop. (CO1) [Knowledge]
4. Define Reference Lines in Tableau. (CO2) [Knowledge]
5. What is Dynamic Data? (CO2) [Knowledge]
6. Describe how filter function in Tableau to improve data visualization? (CO3) [Knowledge]
7. Describe the primary function of a pivot table in data analysis. (CO4) [Knowledge]

PART - B

ANSWER ANY 5 QUESTIONS

5 X 10 = 50M

8. How do you create a new Workbook in Tableau and connect it to an existing Excel workbook? (CO2) [Comprehension]

9. Discuss how Tableau utilizes visualization in its applications and the impact it has on data analysis.
(CO1) [Comprehension]
10. Write a code in a Tableau calculation field using IF, ELSEIF, and ELSE statements to categorize sales into "High," "Medium," and "Low" based on the "Sales" column?
(CO3) [Comprehension]
11. Describe the key components and functions of a basic table report.
(CO4) [Comprehension]
12. Explain how the drag-and-drop feature in Tableau facilitates the process of creating and customizing visualizations.
(CO3) [Comprehension]
13. Describe the different types of joins available in Tableau and their impact on data analysis results.
(CO4) [Comprehension]
14. Explain the ethical considerations in data visualization, and how can they affect the interpretation of data?
(CO5) [Comprehension]

PART - C

ANSWER ANY 2 QUESTIONS

2 X 20 = 40M

15. Describe the different components under the "Marks" card in Tableau, and how do they enhance the creation of charts?
(CO3) [Application]
16. Briefly explain and Interpret the components below by providing relevant example:
1. Multi Geo Chart
2. Pareto Chart
3. Dash Board
4. Calculation Field
5. Dual axis
(CO4) [Application]
17. Discuss the significance and practical applications of Time Series Analysis within the framework of Tableau and explore how Tableau facilitates the exploration, visualization, and interpretation of time series data. Provide examples of real-world scenarios where Time Series Analysis in Tableau can yield valuable insights and drive informed decision-making.
(CO5) [Application]