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PRESIDENCY UNIVERSITY BENGALURU

**SET-B**

SCHOOL OF COMMERCE

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

**Semester :** Semester IV - 2022

**Course Code :** BCH3002

**Course Name :** - Business Intelligence and Data Visualization

**Program :** B.Com. Honors

**Date:** June 19, 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 5Q X 2M = 10M**

* 1. Define Sharing and Collaboration.
  2. Define Advance dashboard design.
  3. Define interacting with parameters.
  4. Define Drag and Drop interface.
  5. Define Logical operators with example.
  6. Define Column chart and Bar chart.
  7. Define Data Blending.

(CO3) [Knowledge] (CO4) [Knowledge] (CO5) [Knowledge] (CO1) [Knowledge] (CO2) [Knowledge] (CO3) [Knowledge] (CO5) [Knowledge]

**PART - B**

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

* 1. How to create a business visualization using tableau?

(CO4) [Comprehension]

* 1. Describe DAX in detail?
  2. Explain Filtering data at views.
  3. Explain in detail about handling data in power bi?
  4. Explain create and edit relationship.
  5. Explain advanced visual analytics.
  6. Describe Tables and example of Table visualization.

(CO2) [Comprehension] (CO5) [Comprehension] (CO1) [Comprehension] (CO2) [Comprehension] (CO4) [Comprehension]

(CO3) [Comprehension]

**PART - C**

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

* 1. Explain different data display options.
  2. Describe formatting charts and visuals.
  3. Explain creating and managing hierarchies.

(CO4) [Application] (CO3) [Application] (CO5) [Application]