

BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION)

CLASS: MBA
BRANCH: MBA

SEMESTER : III
SESSION : MO/19

SUBJECT: MT548 DATA VISUALIZATION FOR MANAGERS

TIME: 3.00Hrs.

FULL MARKS: 50

INSTRUCTIONS:

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Before attempting the question paper, be sure that you have got the correct question paper.
 5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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- Q.1(a) What is data visualization? Justify how data visualization turns the invisible into visible that people can understand intuitively. [5]
- Q.1(b) Explain the fundamental principles of communicating through data. [5]
- Q.2(a) Describe the Ben Fry Visualizing Data Process with brief introductions to its steps. [5]
- Q.2(b) What are the two best practices while placing text on data visualizations? Explain the guidelines to be considered when selecting text colours. [5]
- Q.3(a) Analyze the reasons for which summary statistics is not considered sufficient for exploratory data analysis. Provide suitable example(s). [5]
- Q.3(b) Explain how time series data is visualized effectively. [5]
- Q.4(a) What are the various roles of motion in data visualization? Explain them in brief. [5]
- Q.4(b) Describe the benefits of using dashboards for improving data visualization. [5]
- Q.5(a) Explain in brief the various techniques of visualizing the volumetric dataset. [5]
- Q.5(b) What is GIS? What role does the GIS play in contributing to the data visualization? [5]

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