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

CLASS: MBA   SEMESTER : III
BRANCH: MBA   SESSION : MO/2022

SUBJECT: MT548 DATA VISUALIZATION FOR MANAGERS

TIME: 3:00 Hours   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.

Q.1(a)	What do you mean by data exploration? Write down the key steps and explain using suitable examples.	[4]
Q.1(b)	Explain various steps for creating good visualization and justify that selection of appropriate visual display plays a significant role in data visualization.	[6]
Q.2(a)	What do you mean by Dashboard? List the KPIs (Key Performance Indicators) required for designing Production and Marketing Dashboard.	[4]
Q.2(b)	What are the principles of Data Visualization? Explain.	[6]
Q.3(a)	Write notes on visualizing time series data. Briefly explain MAPE and MAD in the context of time series analysis.	[4]
Q.3(b)	Discuss about the application of Excel in Data Visualization. Write the excel functions for Mean, Median, Mode, Standard Deviation, 75th Percentile, COUNTIF and SUMIF.	[6]
Q.4(a)	Discuss about some common tools for creating data visualization.	[4]
Q.4(b)	What is data story telling? How is it helpful in data visualization?	[6]
Q.5(a)	Explain design principles for charts and graphs with suitable examples.	[4]
Q.5(b)	Describe the steps of Dashboard design with suitable examples.	[6]

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