

BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI  
(MIB SEMESTER EXAMINATION MO/2024)

CLASS: BBA  
BRANCH: BBA

SEMESTER : V  
SESSION : MO/2024

SUBJECT: MT331 DATA VISUALIZATION FOR MANAGERS

TIME: 02 Hours

FULL MARKS: 25

**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. Tables/Data hand book/Graph paper etc. if applicable, will be supplied to the candidates.

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		CO	BL
Q.1(a)	What is the meaning of data visualization?	[2]	1 2
Q.1(b)	Explain the principles of data visualization?	[3]	2 2
Q.2(a)	How Excel is used in data analysis?	[2]	3 2
Q.2(b)	Explain the techniques for data visualization in business?	[3]	2 2
Q.3(a)	what is the use of tableau software in data visualization	[2]	1 2
Q.3(b)	Explain the process creating data visualizations?	[3]	2 2
Q.4(a)	How do you choose the appropriate visualization type for your data?	[2]	3 2
Q.4(b)	Explain the designing effective digital presentations?	[3]	2 2
Q.5(a)	What is the purpose of a digital platform?	[2]	2 2
Q.5(b)	How do you visualize categorical data? (with example)	[3]	2 3

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