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

CLASS: BBA   SEMESTER : V
BRANCH: BBA   SESSION : MO/2024

SUBJECT: MT331 DATA VISUALIZATION FOR MANAGERS

TIME: 3 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.

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Q.1(a)	What are the common tools used for data visualization? Explain it.	[5]	2	3
Q.1(b)	Explain the five steps in data visualization?	[5]	4	4
Q.2(a)	Explain the process of creating visualizations and selecting the appropriate visual display.	[5]	2	4
Q.2(b)	What are the different types of users in Tableau software?	[5]	2	3
Q.3(a)	What is the difference between Visualization and Exploration? Explain it	[5]	2	3
Q.3(b)	Explain the use of time series analysis in business?(with example)	[5]	2	4
Q.4(a)	What is the difference between Web-based visualizations and Interactive visualizations?	[5]	2	3
Q.4(b)	Explain the dashboard design features?	[5]	2	4
Q.5(a)	What is Geographic Information System (GIS) software? Explain it.	[5]	2	3
Q.5(b)	Discuses the use of datawrapper in data visualization in business. How does a datawrapper work?	[5]	2	5

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