

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

CLASS: MBA
BRANCH: MANAGEMENT

SEMESTER : III
SESSION : MO/2024

SUBJECT: MT548 R2 DATA VISUALISATION 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.

		CO	BL
Q.1	What is Data Visualisation? Discuss its purposes. Explain the principles of data visualization.	[10]	1 1,2
Q.2	Differentiate between 'data stories' and 'data visualisation'. Explain how an effective presentation can be designed.	[10]	2 2,3
Q.3	What do you mean by Exploratory and Explanatory Visualisation? What do you mean by Time Series Visualisation? Explain any two methods.	[10]	3 2,3
Q.4	What do you mean by volumetric data? Explain its three principal visualization methods in detail.	[10]	4 1,2
Q.5(a)	What do you mean by dashboard visualization? How to create an effective dashboard?	[5]	5 1,2
Q.5(b)	What is API visualization? How to use Google chart API?	[5]	5 1,2

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