

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

**CLASS: BBA
BRANCH: BBA**

**SEMESTER : V
SESSION : MO/2025**

SUBJECT: MN434 DATA VISUALIZATION FOR MANAGER

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(a)	Explain the role and contribution of data visualization in the modern data science with the help of any two specific principles of data visualization.	[5] 1	2
Q.1(b)	Define 'Visual Mapping' and identify its three fundamental elements.	[5] 1	1
Q.2(a)	Critique the common misuse of 3D charts in data visualization.	[5] 2	
Q.2(b)	Identify three aesthetic elements that should be removed/minimized in a chart. How does this process directly contribute to faster decision-making by the viewer?	[5] 2	
Q.3(a)	Describe a scenario that necessitates the use of a Choropleth Map (Geospatial Data Visualization).	[5] 3	
Q.3(b)	Explain the fundamental difference between Visualization as Exploration (Exploratory Data Analysis) and Visualization for Presentation.	[5] 3	
Q.4(a)	What is 'Storytelling Through Data'? Explain the three key components of a compelling data story.	[5] 4	
Q.4(b)	Define a Dashboard and explain the difference between an 'Operational Dashboard' and an 'Analytical Dashboard'.	[5] 4	
Q.5(a)	Why is a dendrogram a more effective visual tool than a standard scatter plot in a hierarchical clustering analysis? Explain.	[5] 5	
Q.5(b)	Explain the role of data visualization in the process of identifying and communicating insights from a complex Network analysis.	[5] 5	

:::24/11/2025:::M