

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

**CLASS: BBA
BRANCH: BBA**

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

SUBJECT: MN434 DATA VISUALIZATION FOR MANAGER

TIME:02 Hours

FULL MARKS: 25

INSTRUCTIONS:

1. The question paper contains 5 questions each of 5 marks and total 25 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Tables/Data handbook/Graph paper etc., if applicable, will be supplied to the candidates
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		CO	BL
Q.1(a)	Define data visualization. Why is it important in data science?	[2] 1	1
Q.1(b)	Compare bar charts, line charts, and scatter plots in terms of their appropriate usage.	[3] 1	1
Q.2(a)	What is visual mapping? Give one example.	[2] 1	1
Q.2(b)	Explain Gestalt principles of effective data visualization in detail.	[3] 2	2
Q.3(a)	What are the “Do’s” and two “Don’ts” while designing charts and graphs?	[2] 2	1
Q.3(b)	Discuss the process of selecting an appropriate visual display for business data.	[3] 2	1
Q.4(a)	What do you mean by “visualization as exploration”?	[2] 3	1
Q.4(b)	Design a visualization plan for representing monthly sales data of a company over the last 3 years. Suggest which chart you would use and justify your choice.	[3] 3	3
Q.5(a)	Differentiate between visualizing categorical data and time series data.	[2] 2	2
Q.5(b)	Given a dataset of customer feedback categorized as Positive, Neutral, and Negative, suggest a suitable visualization method. Explain why your choice is appropriate.	[3] 3	3

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