

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

**CLASS: MBA
BRANCH: MBA**

**SEMESTER : III
SESSION : MO/2025**

SUBJECT: MT548R1/MT548R2 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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		CO	BL
Q.1(a)	Why do we need Data Visualization? Give reasons.	[5] 1	1,2
Q.1(b)	What are different categories of data charts? Explain the feature of any two.	[5] 1	1,2
Q.2(a)	How do stories from data are derived? Elaborate with example.	[5] 2	2,3
Q.2(b)	What are key elements of effective presentation. Elaborate.	[5] 2	2,3
Q.3	What is volumetric data? Explain its three principal visualization methods in detail.	[10] 4	4
Q.4	What is dashboard? How do you create an effective dashboard?	[10] 5	6
Q.5(a)	Distinguish the differences between Tree and Graph. Explain with examples.	[5] 4	4
Q.5(b)	What are different components of GIS? Assess the application of GIS in Marketing.	[5] 5	5

:::26/11/2025:::M