

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

**CLASS: BBA
BRANCH: MANAGEMENT**

**SEMESTER: VI
SESSION: SP/2025**

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.
-

		CO	BL
Q.1(a)	Illustrate the principles of data visualization.	[5] 1	2
Q.1(b)	Demonstrate the common tools and techniques for creating data visualization.	[5] 2	3
Q.2(a)	Examine the role of any four charts and graphs in decision making process.	[5] 3	4
Q.2(b)	Recommend the do's and don'ts of graph and chart making with examples.	[5] 4	5
Q.3(a)	Outline the necessity of time series analysis in business forecasting.	[5] 4	4
Q.3(b)	Analyze the application of geospatial data in industry.	[5] 5	4
Q.4(a)	Show the role of dashboards in aiding data driven decisions.	[5] 3	3
Q.4(b)	Describe the technique for a successful data story narration.	[5] 4	2
Q.5(a)	Illustrate the significance of modelling real world data through graph.	[5] 5	2
Q.5(b)	Demonstrate a data science use case for data visualization.	[5] 5	3

:::01/05/2025:::M