

BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI  
(MID SEMESTER EXAMINATION SP/2025)

CLASS: BBA  
BRANCH: MANAGEMENT

SEMESTER : VI  
SESSION : SP/2025

SUBJECT: MT331 DATA VISUALIZATION FOR MANAGERS

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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Q.1(a)	Explain Data Visualization.	[2] 1	2
Q.1(b)	Demonstrate the relevance of Data Visualization in decision making.	[3] 3	3
Q.2(a)	Outline the evolution of Data Visualization.	[2] 1	4
Q.2(b)	Present any three design principles of Data Visualization.	[3] 2	3
Q.3(a)	Analyze the role of treemaps in data representation.	[2] 4	4
Q.3(b)	Examine the best practices of line charts.	[3] 3	4
Q.4(a)	Discuss about any two steps for choosing the right chart or graphs.	[2] 4	2
Q.4(b)	Illustrate the process of creating visualizations.	[3] 4	2
Q.5(a)	Explain visualization as exploration.	[2] 4	2
Q.5(b)	Outline an example of Data Visualization which helps in strategic decision.	[3] 5	4

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