

4M1469

Roll No. _____

Total No. of Pages: 2

4M1469

M.B.A. IV - Sem. (Main / Back) Exam., - 2023

Business Analytics

M-461 Data Visualization for Managers

Time: 3 Hours

Maximum Marks: 70

Instructions to Candidates:

- (i) *The question paper is divided in three parts.*
- (ii) *Part A contains 10 questions which are compulsory. Part B contains eight questions out of which five are to be attempted. Part C contains one question which is compulsory.*

1. NIL _____

2. NIL _____

PART – A

[10×2=20]

All questions are compulsory

- Q.1 What is Data Visualization? What is the purpose of it?
- Q.2 What do you understand by Data Visualization tools?
- Q.3 Briefly explain Time Series method.
- Q.4 What do you understand by Google Cloud Storage?
- Q.5 Briefly explain the process of connecting data sets to various Google Marketing Platform.
- Q.6 What do you understand by Tableau dashboard?
- Q.7 Briefly explain the process of working with my work space group in Power BI.
- Q.8 What is 3D Graphs in R programming?
- Q.9 What is auto filters?
- Q.10 What do you understand by Scatter plot maps?

PART – B

[5×6=30]

Attempt any five questions

- Q.1 Explain Data Visualization Process, Methodology and Data Visualization design objectives.
- Q.2 What do you understand by Data Representation? Explain the Seven stages of Data Visualization in detail.
- Q.3 Discuss various Visualization Data Methods. Explain the function of Trees, Networks and Graphs.
- Q.4 Explain Data Acquisition Process. Briefly explain the different tools available for acquiring data from internet.
- Q.5 Explain the different components and Data Visualization process of Google Data Studio.
- Q.6 How tableau helps in performing Advanced Visualization and Analytics? Explain by taking suitable example.
- Q.7 Explain the applications of Power BI tools. What are limitations of Power BI?
- Q.8 Explain Bar / Line Chart, Box plot and Scatter plot in R by taking example.

PART – C

[20]

(Compulsory)

- Q.1 Perform the Comparative Analysis between Tableau and Power BI for the following parameters:
- (a) Data Transformation
 - (b) Report generations
 - (c) Data Analytics and Visualization