

Code: 21E00306d

MBA III Semester Regular & Supplementary Examinations November/December 2024
DATA VISUALISATION AND ANALYTICS
(Master of Business Administration)

Max. Marks: 60

Time: 3 hours

All questions carry equal marks

SECTION – A

(Answer the following: 05 X 10 = 50 Marks)

- 1 (a) Define the data visualization and why is it important. 5M
(b) Discuss the history of data visualization. 5M
OR
- 2 (a) What is the process of data visualization? 5M
(b) Explain the properties of Data Visualization. 5M
- 3 (a) Explain the dashboard design principles. 5M
(b) Use cases of dashboards in data analytics. 5M
OR
- 4 (a) What is the difference between data discovery and exploration? 5M
(b) What are the requirements for data visualization? 5M
- 5 (a) What are the plotting categories of data visualization? 5M
(b) What is labeling the graph and discuss the elements of it? 5M
OR
- 6 (a) What are the key components required to create a useful ggplot using the ggplot2 package? 5M
(b) What is the purpose of Legend Layouts in Data Visualization 5M
- 7 (a) How to create a basic chart in Tableau? 5M
(b) What are different data visualizations options in Tableau? 5M
OR
- 8 (a) What is the purpose of calculated Fields in Tableau? 5M
(b) How to perform calculations in a table? 5M
- 9 (a) How to do data visualization using Power BI? 5M
(b) What type of data can be imported into Power BI? 5M
OR
- 10 (a) What are the different types of charts in Qlik? 5M
(b) Difference between Qlik, Power BI and Tableau. 5M

SECTION – B

(Compulsory question, 01 X 10 = 10 Marks)

- 11 **Case Study/Problem:** 10M
What are the major challenges of finance sector for data visualization?
