PRN:		Course Code:	**PBABA405**

Second Year **MBA** Backlog Examination Winter 2024 000514

Data Visualization and Interpretation

Day and Date: Wed 27 NOV 2024 Max Marks: **50**

Time: 02:00PM To 04:00PM Duration: **02** hrs

Instructions: All questions are compulsory.

		Marks	Bloom's Level	CLO
Q.1	**Attempt any two from the following**			
a)	Elaborate on the critical visual perceptions required for designing effective business reports.	06	L2	CLO-1
b)	Provide an explanation of how various colors are interpreted and their significance in business decision-making.	06	L3	CLO-1
c)	Elaborate on the importance of data visualization in the context of today's business environment.	06	L3	CLO-1
Q.2	**Attempt any two from the following**			
a)	Assess the use of advanced chart types in data visualization techniques, providing relevant examples.	06	L4	CLO-2
b)	Describe the incorporation of storytelling in data visualization techniques, providing a relevant example for support.	06	L4	CLO-2
c)	Examine the fields best suited for using dynamic visualization techniques, and provide a detailed explanation for each.	06	L4	CLO-2
Q.3	**Attempt the following**			
a)	Explain the key principles of ethical communication in the context of data visualization.	06	L4	CLO-3
b)	Examine the influence of outliers on the results generated by various data analysis tools.	07	L5	CLO-3
	or			
b)	Discuss the statistical methodologies utilized to enhance comprehension of data.	07	L5	CLO-3

Backlog

Q.4	**Attempt the following**				
	a)	Explain the reasoning behind incorporating Virtual and Augmented Reality into the data visualization process to improve interactivity.	06	L5	CLO-4
	b)	Develop a strategic plan for the implementation of Machine Learning algorithms in an organization to improve data interpretation.	07	L6	CLO-4
		or			
	b)	Create a proactive strategy for a retail organization to address data ethics and bias concerns, ensuring informed decision-making.	07	L6	CLO-4

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Backlog