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BSMA-005

**BACHELOR OF BUSINESS
ADMINISTRATION (SERVICES
MANAGEMENT) (BBASM)**

Term-End Examination

December, 2022

**BSMA-005 : DATA PROCESSING AND
REPORTING**

Time : 2 Hours

Maximum Marks : 50

Note : *All questions are compulsory.*

1. Answer all the questions. Each question carries 1 mark. 10×1=10

Fill in the blanks :

- (a) Graphs, images and charts are efficient data means to represent data and also to convey the results.
- (b) Business Intelligence (BI) is manifested in many forms, and in Microsoft Excel BI is delivered in graphical form through

P. T. O.

- (c) dashboard template create a visual representation of sales results.
- (d) The process of summarizing and reducing data is known as
- (e) Each individual graph, report, scorecard or table is referred to as a

State whether the following statements are True or False :

- (f) Column charts are similar to bar charts, but the bars on a column chart extend vertically instead of horizontally.
- (g) Dashboards enable enterprises to make number-intensive data easily comprehensible and useable for technical decision-makers.
- (h) YouTube also uses keywords to accurately understand the topic and content of the video.
- (i) A digital footprint refers to a set of activities and communications that a visitor does offline.
- (j) The top-most level of any Google analytics account is the organization.

2. Answer any *five* questions. Each question carries 2 marks. $5 \times 2 = 10$

Explain the following in about **100** words each :

- (a) Doughnut Charts
 - (b) Column Charts
 - (c) Google AdSense
 - (d) Click-Through Rate
 - (e) YouTube Studio
 - (f) Website Loading Time
 - (g) Reporting
3. Answer any *four* questions in about **250** words each. Each question carries 5 marks. $4 \times 5 = 20$
- (a) Explain Pie Chart. How do you create a 2-D Pie Chart for column carbody ?
 - (b) What is the role of Pivotal Table Slicer in MS-Excel ?
 - (c) Explain any *five* different kinds of Dashboard Templates.
 - (d) Discuss the Pay-Per-Click Model of internet advertising.
 - (e) Define Google Data Studio. Explain the features of Google Data Studio.
 - (f) What are the benefits of creating and using dashboards ?

4. Answer any **one** question in about **500** words :

1×10=10

- (a) Explain the term 'Line Chart'. Discuss the different types of Line Charts.
- (b) What is Regression Analysis ? Discuss the assumptions of linear regression model. How do you develop linear regression models in Excel with Analysis ToolPak ?