BSMA-005

BACHELOR OF BUSINESS ADMINISTRATION (SERVICES MANAGEMENT) (BBASM)

Term-End Examination

June, 2022

BSMA-005 : DATA PROCESSING AND REPORTING

Time : 2 Hours   *Maximum Marks : 50*

Note : *All questions are compulsory.*

1. Fill in the blanks :   1 each

   (a) A good .... is worth a thousand words.

   (b) .... charts also referred to as XY charts show the correlation (association) between two variables.

(c) To evaluate the regression parameters, we use the method of .... squares for the estimation.

(d) .... analytics dashboard tracks websites performance in real time.

(e) YouTube has allowed independent content creators to monetize their content, giving rise to the concept of internet ....

State whether the following statements are True *or* False :

(f) The pie of pie chart makes it difficult to view select slices of a pie by enlarging them in a second pie.

(g) Fancy, over-the-top designs not only distracts from fundamental numbers and indicators, but also often misrepresent the data.

(h) In Google Analytics conversion refers to only actions that bring in revenue.

(i) Google Analytics by default creates a property as well as data view when an account is created.

(j) Google Analytics platform allows user to choose between a web view and an app view.

2. Answer any *five* questions in about **100** words each : 2 each

(a) Why is a Pivot Table Slicers ?

(b) What do you mean by data life cycle ?

(c) What is KPI dashboard template ?

(d) What do you mean by Keywords ?

(e) Explain YouTube Video Analytics.

(f) What do you understand by conditional formatting ?

(g) Explain visitor online footprint.

3. Answer any *four* questions in about **250** words each : 5 each

(a) Explain Bar Chart. How do you create 2-D Clustered Bar Chart ?

(b) What are the step followed in making areas transparent of the area chart ?

(c) Discuss the do's and don't to be kept in mind while creating a dashboard.

(d) Explain online advertising. What are the word Google Platforms which provide these services ?

(e) Write a short note on YouTube Key Terms.

(f) Discuss usage of Google Analytics.

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

1×10=10

(a) Discuss any *two* types of charts in detail.

(b) What is a Dashboard ? Discuss the different types of dashboards.

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