

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

**Term-End Examination
December, 2023
BSMA-005 : DATA PROCESSING AND
REPORTING**

Time : 2 Hours

Maximum Marks : 50

Note : *Attempt all questions.*

1. Answer all the fill in the blank questions. Each question carries 1 mark. 1×10=10
 - (a) Value axis or Y-axis is the axis of a chart.
 - (b) In a column chart, data is plotted on
 - (c) Regression analysis is concerned with the study of the of two or more variables.

- (d) chart compares at least three sets of values or pairs of data.
 - (e) If we identify trends from the past data, create predictions, and set targets, then we are on the way of creating an dashboard.
 - (f) Pivot table as the data in source changes.
 - (g) Creating dashboard requires deep understanding of presenting
 - (h) Keyboard shortcut for inserting a pivot table is
 - (i) Conditional data formatting is in Google Data Studio.
 - (j) Data aggregation is used to reduce individual data points into a
2. Answer any *five* questions from the following in about **100** words each. Each question carries 2 marks. 2×5=10
- (a) What is data visualization ?
 - (b) List components of a chart.
 - (c) What is Null Hypothesis ?

- (d) Why create a dashboard ?
 - (e) What is Pivot Table ?
 - (f) What is Google Analytics ?
 - (g) What is Google Ads ?
 - (h) Explain use of running calculations in brief.
3. Answer any **four** questions from the following in about **250** words each. Each question carries 5 marks. 5×4=20
- (a) Explain use of 'drill-down' of Google Data Studio.
 - (b) What is digital footprint ? Differentiate between passive digital footprints and active digital footprints.
 - (c) List and explain benefits of Google Analytics.
 - (d) Explain use of Formula Editor in Google Data Studio.
 - (e) Explain how data sources are connected to Google Data Studio. Also explain how a single report is created using multiple data sources.
 - (f) What is Line Chart ? Briefly explain different types of Line Charts in MS-Excel.

4. Answer any **one** question from the following in about **500** words. Each question carries 10 marks : 1×10=10

- (a) Discuss the hierarchical structure of Google Analytics in detail.
- (b) What is Pie Chart ? How is 2-D Pie chart created in MS-Excel ? Explain with an example. Also explain how a Pie chart is interpreted.