

**B. B. A. (SERVICE MANAGEMENT)
(BBASM)**

Term-End Examination

June, 2023

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

Time : 2 Hours

Maximum Marks : 50

Note : Attempt all questions.

1. Fill in the blanks : 1×10=10
- (a) Graphics, images and charts are efficient _____ means to represent data and also to convey the results.
 - (b) Line graph is best when data changes over _____.
 - (c) Bar charts use _____ as the primary axis.
 - (d) Pie chart displays data in the form of a _____.
 - (e) Slicers in Excel are used to display only the requisite data of the _____.
 - (f) _____ dashboards are not interactive.

- (g) Pay-per-click ads tend to be highly _____ and specific to target visitors looking for relevant information.
- (h) The process of summarising and reducing data is known as _____.
- (i) According to Google, _____ Traffic refers to visits that come outside of its search engine.
- (j) A digital footprint refers to a set of activities and communications that a visitor does _____.
2. Answer any *five* questions from the following in about **100** words each : $2 \times 5 = 10$
- (a) What is a chart in MS-Excel ?
- (b) What is regression analysis ?
- (c) Briefly explain utility of 3-D line charts.
- (d) What is dashboard ?
- (e) What is slicer in MS-Excel ?
- (f) What is digital analytics ?
- (g) What is data life cycle ?
- (h) What is use of YouTube channel analytics ?
3. Answer any *four* questions from the following in about **250** words each : $5 \times 4 = 20$
- (a) Explain the use of 'time series charts' in Google Data Studio.

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- (b) How is a custom report in Google Analytics created ? Explain with an example.
 - (c) List and explain drawbacks of Google Analytics.
 - (d) Explain how Digital Analytics create a marketplace for personalized merchandize.
 - (e) What is click-through rate ? How is it represented mathematically ? Explain its use.
 - (f) Explain use of Analytical Dash board with the help of an example.
4. Answer any *one* question from the following in about **500** words. Each question carries 10 marks : 1×10=10
- (a) What is Dashboard ? Explain the different kinds of templates of Dashboard.
 - (b) Explain the uses of Google Analytics in detail.