

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

Term-End Examination

June, 2024

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

Time : 2 Hours

Maximum Marks : 50

Note : *There are four questions in this paper.*

Answer all the questions.

1. Answer all the questions. Each question carries 1 mark. 10×1=10
 - (a) Scatter charts also referred to as _____ charts show the correlation between two variables.
 - (b) _____ analytics dashboard tracks website performance in real time.
 - (c) The term _____ is the plural form of the Latin word datum.
 - (d) The process of summarizing and reducing data is known as _____.

- (e) A digital _____ refers to a set of activities and communications that a visitor does online.

State whether True or False :

- (f) Bar charts use X-axis as the primary axis.
- (g) Pivot Table Slicers are visual filters in the form of interactive buttons.
- (h) Unique viewers refer to first-time viewers of a YouTube video.
- (i) A metric is a numerical value that cannot be displayed on the platform.
- (j) DebugView tracks events from all devices.
2. Answer any *five* of the following in about **100** words each. Each question carries 2 marks.

5×2=10

Briefly explain the following :

- (a) Chart
- (b) Null Hypothesis
- (c) Thumbnail
- (d) Time series charts
- (e) Formatting
- (f) Referral Traffic
- (g) WordPress

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3. Answer any *four* of the following in about **250** words each. Each question carries 5 marks.

4×5=20

- (a) Explain the types of Line Charts.
 - (b) What is Regression Analysis ?
 - (c) What is a dashboard ? List the types of dashboard.
 - (d) What is Pay-Per-Click Model ?
 - (e) Describe briefly the features of Google Data Studios.
 - (f) What is a “view” in Google Analytics ?
 - (g) Explain the types of digital footprints.
4. Answer any *one* question in **500** words.

10×1=10

- (a) What do you understand by Pie Chart ?
How to create Pie of Pie Chart ?
- (b) Define Google Analytics. What are the drawbacks of Google Analytics ?