

**B B A DEGREE END SEMESTER EXAMINATION - MARCH 2025**  
**SEMESTER - 4: BUSINESS ANALYTICS**  
**COURSE: 23U4CRBBA11 – BUSINESS INTELLIGENCE AND DATA VISUALIZATION**  
(For Regular 2023 Admission)

Time: Three Hours

Max. Marks: 60

**PART A**

**Answer All (1 mark each)**

1. What is the purpose of data visualization?
2. Define the term 'data filtering.'
3. What are interactive graphics in data visualization?
4. Define the term 'visualization designer.'
5. Differentiate between correlation and distribution.
6. What is deviation in data analytics?
7. Name the three components of data storytelling.
8. What does 'persuasion through benefits' mean in storytelling?

**(1 x 8 = 8)**

**PART B**

**Answer any 6 (2 marks each)**

9. Explain how data visualization improves decision-making.
10. What is the role of perception in data visualization?
11. Describe how interactive graphics improve user engagement.
12. Explain how storytelling is used in modern business intelligence.
13. Differentiate between total and partial relationships in data analysis.
14. How do ordinal and categorical data differ?
15. Explain how visualization and narration work together in storytelling.
16. How can design principles enhance data storytelling?

**(2 x 6 = 12)**

**PART C**

**Answer any 4 (5 marks each)**

17. Analyze the key factors affecting the interpretation of data visuals.
18. Analyze how storytelling trends have evolved in the digital age.
19. Analyze the role of data correlation in predicting customer behaviour.
20. Analyze how call-to-action strategies influence business storytelling.
21. Apply ranking and deviation to a competitive industry analysis.
22. Apply storytelling techniques to an annual financial report.

**(5 x 4 = 20)**

**PART D**

**Answer any 2 (10 marks each)**

23. Evaluate the impact of data visualization on business reporting.
24. Create an interactive dashboard for tracking customer engagement in an online business.

25. Apply the concept of data processing in market trend analysis.
  26. Apply visualization techniques to highlight key business insights in a presentation.
- (10 x 2 = 20)**