Reg. No……………………………..……….   Name……………………………………………..……

B A, B SC, B COM, BBA DEGREE END SEMESTER EXAMINATION - OCTOBER 2025

UGP (HONS.) SEMESTER - 3: DISCIPLINE SPECIFIC COURSE

COURSE: 24UCAPDSC208: BUSINESS INTELLIGENCE AND DATA VISUALIZATION USING POWERBI

(For Regular 2024 Admission)

Time: 1.5 Hour   **Max. Mark: 50**

PART A

(Answer any 5 questions. Each question carries 2 marks)

1.	What are the main components of the data visualization process?	(RCO1)
2.	Define "translation" and "visual representation."	(RCO1)
3.	Give two examples of data storytelling in business contexts.	(RCO4)
4.	Differentiate between partial and total relationships.	(UCO3)
5.	Mention any two limitations of data visualization.	(UCO1)
6.	What is the role of visualization designers?	(RCO2)
7.	Define the term "call-to-action" in storytelling.	(RCO4)

(2 x 5 =10)

PART B

(Answer any 4 questions. Each question carries 5 marks)

8.	Explain how filtering and processing affect visualization outcomes.	(UCO1)
9.	Analyze the role of storytelling in influencing consumer perception.	(ACO4)
10.	Explain nominal comparisons and series over time with examples.	(ACO3)
11.	Discuss the relevance of interactive graphics in Industry 4.0 applications.	(ACO2)
12.	How do design principles help in making visuals impactful?	(UCO4)
13.	Examine the importance of perception and interpretation in visualization.	(UCO1)

(4 x 5 = 20)

PART C

(Answer any 2 question. Each question carries 10 marks)

14.	Evaluate how data visualization transforms raw data into business insights.	(ECO1)
15.	Discuss the role of correlation and ranking in predictive analysis.	(ACO3)
16.	Apply narrative-driven visualization to communicate customer engagement results.	(CCO2)
17.	Analyze the role of data storytelling in shaping strategic decisions.	(ACO4)

(10 x 2 = 20)