

BA, BSC, BCOM END SEMESTER EXAMINATION - MARCH 2026**UGP (HONS.) SEMESTER - 4 : DISCIPLINE SPECIFIC COURSE****COURSE: 24UCAPDSC208: BUSINESS INTELLIGENCE AND DATA VISUALIZATION USING POWER BI***(For Regular 2024 Admission)*

Time: 1.5 Hours

Max. Marks: 50

PART A***Answer any 5 Questions. Each question carries 2 marks***

1. Recall the meaning of filtering in visualization (CO1 ,U)
 2. List two characteristics of good reports (CO1 ,U)
 3. Define interactive graphics (CO2 ,R)
 4. Summarize the concept of storytelling in data visualization (CO2 ,U)
 5. Identify the purpose of ranking in data analysis. (CO3 ,R)
 6. State the meaning of nominal comparison. (CO3 ,R)
 7. Recall the elements of a call to action in storytelling (CO4 ,U)
- (2 x 5 = 10)**

PART B***Answer any 4 Questions. Each question carries 5 marks***

8. Describe the stages involved in the data visualization process. (CO1 ,U)
 9. Differentiate Pie Chart and Donut Chart in Power BI with use cases. (CO1 ,U)
 10. Apply visualization techniques to compare monthly sales data. (CO2 ,R)
 11. Discuss trends in interactive graphics. (CO2 ,U)
 12. Differentiate qualitative and quantitative data with examples. (CO3 ,R)
 13. Analyse how storytelling influences audience emotions. (CO4 ,R)
- (5 x 4 = 20)**

PART C***Answer any 2 Questions. Each question carries 10 marks***

14. Evaluate the effectiveness of interactive dashboards. (CO1,An)
 15. Evaluate the impact of interactive graphics in business decisions. (CO2 ,R)
 16. Construct a persuasive market communication story using data. (CO4 ,R)
- (10 x 2 = 20)**

OBE: Questions to Course Outcome Mapping

CO	Course Outcome Description	CL	Questions	Marks
CO1	Understand concepts of data visualization and reporting in Power BI	U	1, 2, 8, 9, 14	15
CO2	Apply interactive graphics and visualization techniques using Power BI	A	3, 4, 10, 11, 15	15
CO3	Understand data analysis concepts and comparison techniques	A	5, 6, 12	10
CO4	Analyse and evaluate storytelling and its impact in business communication	AN	7, 13, 16	10

Reg.....

Name.....

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