



# UNIVERSITY OF PETROLEUM & ENERGY STUDIES

DEHRADUN

End Term Examination – December, 2019

Program/course: MBA (BA)

Subject: Data Visualization

Code : DSBA 8001

Semester – III

Max. Marks : 100

Duration : 3 Hrs

(Please answer the questions **IN CONTEXT**)

SECTION A			
S. No.		Marks	CO
	Answer all the questions:		
Q1.	<b>Describe the output of the following functions:</b> a) ZN([Sales]) b) SQRT([Sales]) c) LEFT(STR([Postal Code]), 1) d) FIND([Customer Name], " ")	4X2=8	CO2
Q2.	<b>Differentiate between the following:</b> a) Worksheet and Dashboard. b) Story and Dashboard c) Dimension and measure d) Bar graph and Bullet graph e) Histogram and column graph f) Live and extract connection	6X2=12	CO2
SECTION-B			
<b>Answer any four questions</b>			
Q1.	Differentiate between Join and Union with the help of examples.	5	CO1
Q2.	Describe the CASE function of Tableau with example.	5	CO1
Q3.	What is the benefit of displaying data in Tabular form ?	5	CO1
Q4.	How different types of objects help in making Dashboard?	5	CO1
Q5.	What are the benefits of scatter plot?	5	CO1

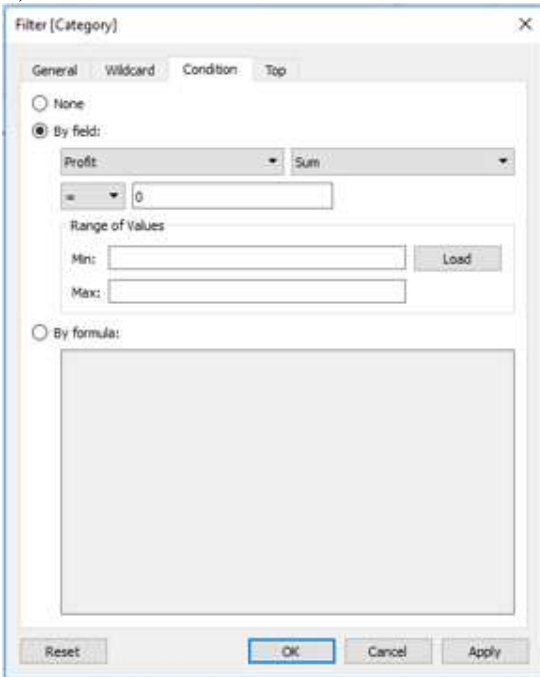
**SECTION-C**

**Q1. Describe the following filter screen of Tableau:**

a)



b)



**2X5=10**

**CO2**

**Q2. Write the logic of given below Tableau function:**

a)

CASE [Product Type] WHEN 'Coffee' THEN 'Coffee' WHEN 'Espresso' THEN 'Coffee' WHEN 'Herbal Tea' THEN 'Tea' ELSE 'Tea' END

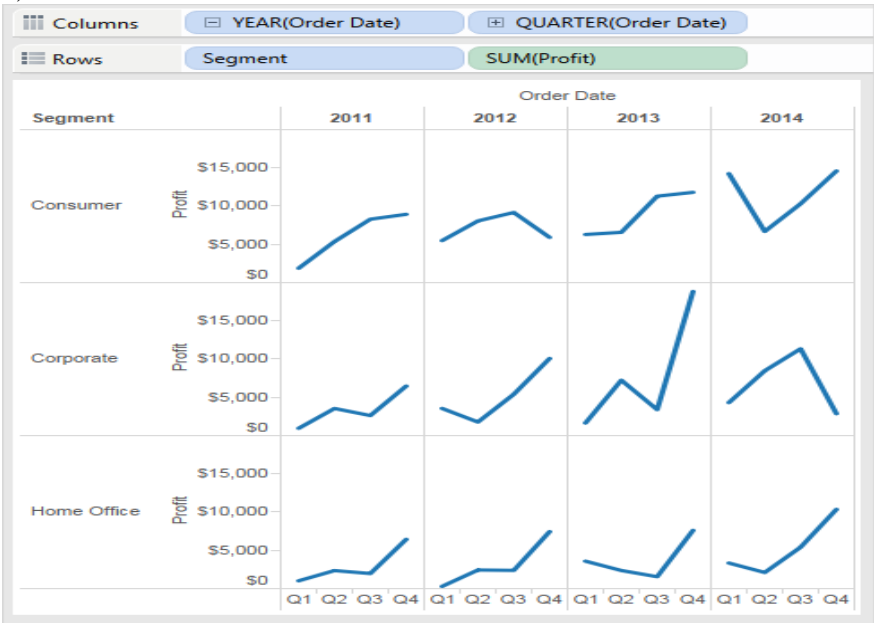
b)

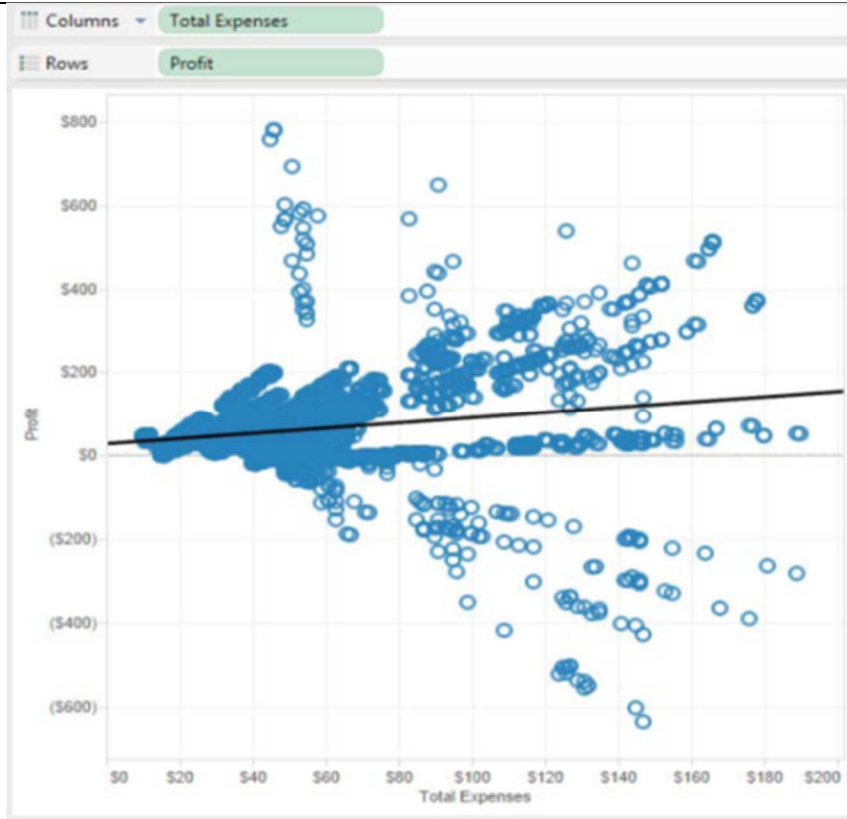
IF [Total Expenses] <= 49.99 THEN 'Cheap' ELSEIF [Total Expenses] >= 50 and [Total Expenses] < 100 THEN 'Somewhat Expensive' ELSEIF [Total Expenses] >=

**4+6=10**

**CO3**

	100 and [Total Expenses] < 150 THEN 'Slightly Expensive' ELSE 'Very Expensive' END		
Q3.	How dashboard can be make interactive using different types of actions?	10	CO3

SECTION-D			
Q1.	<p><b>Suggest the name of graph with brief description as per the condition given below:</b></p> <p>a) Categorical information  b) To observe trends  c) Various categories of categorical information  d) To observe relationships between two variables</p>	<b>4X2.5=10</b>	<b>CO2</b>
Q2.	<p><b>Write the interpretation of below given chart/equation:</b></p> <p>a)</p>  <p>b)</p>	<b>5X4=20</b>	<b>CO2</b>



c)  $Profit = 0.628675 * Total\ Expenses + 27.1093$

d)

