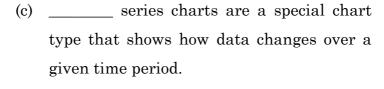
## B. B. A. (SERVICES MANAGEMENT) (BBASM)

# Term-End Examination December, 2024

### BSMA-005 : DATA PROCESSING AND REPORTING

Tiı	ne: Z	2 Hours Maximum Marks : 5	Maximum Marks : 50	
No	<b>Note</b> : There are four questions in this paper.  Answer all the questions.			
1.		swer all the questions. Each question carri-		
		in the blanks:  A regression model that has more than or regressor variable is called	ne	
	(b)	regression model.	to	



- (d) A \_\_\_\_\_ footprint is something that the user involuntarily leaves online.
- (e) A \_\_\_\_\_ is the last level of Google
  Analytics hierarchy where digital analysts
  can access reports and analysis tools.

#### State whether True or False:

- (f) A pie chart displays a single data series as proportional slices of a pie.
- (g) Area chart is useful for plotting data series to show values, trends and contribution to the whole.
- (h) Bar charts use X-axis as the primary axis.
- (i) Social media dashboard gives you a quick look at all your social channels in one place.
- (j) A Google Analytics Account is the same as a Google Account.

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Answer any *five* of the following in about
 100 words each. Each question carries 2 marks.

 $5 \times 2 = 10$ 

Briefly explain the following:

- (a) Keywords
- (b) Dashboard Widgets
- (c) Active footprint
- (d) Impressions
- (e) Accounts
- (f) Acquisition reports
- (g) Pivot table
- 3. Answer any *four* of the following in about **250** words each. Each question carries 5 marks:  $4 \times 5 = 20$ 
  - (a) Define chart. Explain the components of a chart.
  - (b) Discuss the types of Line charts.
  - (c) Explain any *five* kinds of Dashboard Templates.

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- (d) Explain some of the features of Google Data Studio.
- (e) Describe Analytical Dashboard giving a suitable example.
- (f) How do you login to Google Analytics?
- (g) Specify any *five* benefits of Google Analytics.
- 4. Answer any **one** question in **500** words:

 $10 \times 1 = 10$ 

- (a) Explain any *five* kinds of Dashboard Templates.
- (b) What do you understand by online advertising? Describe the online advertising platform Google Ads and Google AdSense.