

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

**Term-End Examination**

**December, 2024**

**BSMA-005 : DATA PROCESSING  
AND REPORTING**

*Time : 2 Hours*

*Maximum Marks : 50*

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**Note :** *There are four questions in this paper.  
Answer all the questions.*

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1. Answer all the questions. Each question carries  
1 mark. 10×1=10

Fill in the blanks :

- (a) A regression model that has more than one  
regressor variable is called \_\_\_\_\_  
regression model.
- (b) We can press keyboard shortcut \_\_\_\_\_ to  
insert a pivot table.

- (c) \_\_\_\_\_ series charts are a special chart type that shows how data changes over a given time period.
- (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.

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

5×2=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 :

4×5=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.

- (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 :

10×1=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.

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