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BSMA-005

B. B. A. (SERVICES MANAGEMENT)

(BBASM)

Term-End Examination

December, 2025

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

Time : 2 Hours

Maximum Marks : 50

Note : *Attempt all the questions.*

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

Fill in the blanks :

- (a) Least principle method is used to estimate the regression parameters.

- (b) Data presented in a grid of rows and columns is known as a
- (c) Category axis or X-axis is the axis of a chart.
- (d) Keywords are single words or short
- (e) User refers to the elements that a user interacts with.

State whether the following statements are True or False :

- (f) Pivot Table Slicers are visual filters in the form of interactive buttons.
- (g) A Google Analytics Account is the same as a Google Account.
- (h) Acquisition reports include data regarding acquiring users for the first time.

- (i) Scorecards in Google Data Studio do not show numeric values.
- (j) In Google Analytics, any action that is beneficial from a business perspective is considered as conversion.

2. Answer any *five* of the following in about **100** words each. Each question carries 2 marks : 5×2=10

- (a) Column Charts
- (b) Pivot Table Slicers
- (c) YouTube Video Analytics
- (d) Null Hypothesis
- (e) Google Analytics
- (f) Reporting
- (g) Digital Analytics
- (h) Data Life Cycle

3. Answer any *four* of the following questions in about **250** words each. Each question carries 5 marks : 4×5=20

- (a) Explain what is a Pie chart. How do you create a 2-D Pie chart for column carbonyl ?
- (b) How to add slicer to a Pivot Table ?
- (c) What is the importance of thumbnails for YouTube Videos ?
- (d) What are some of benefits of using Google Data Studio ?
- (e) What is a time series chart ? Give the steps needed to create a time series chart.

- (f) Explain the meaning of 'digital footprint' and types of digital footprint.
- (g) What is Analytics Intelligence and its functions ?

4. Answer any *one* question in **500** words :

1×10=10

- (a) What is Regression Analysis ? Discuss the assumptions of linear regression model. How do you develop linear regression models in Excel with Analysis ToolPak ?
- (b) List top *five* do's and don'ts to be remembered while generating an interactive dashboard.

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