

**BACHELOR OF BUSINESS
ADMINISTRATION (SERVICES
MANAGEMENT)
(BBASM)**

**Term-End Examination
June, 2026**

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

Time : 2 Hours

Maximum Marks : 50

Note : *There are 4 questions in this paper.
Answer all the questions.*

1. Answer all the questions : 1 each
 - (a) X-axis is the ____ axis of a chart.
 - (b) The keyboard shortcut ALT + D + P is used to insert a _____ table.
 - (c) The term data is the plural form of the Latin word ____.

- (d) Filter option is used to add _____ to the dataset.
- (e) Click-through rates are used for calculating the usefulness of an _____ advertisement.

State whether True or False:

- (f) Area chart is used when category order is important.
- (g) Informational dashboards are interactive.
- (h) To create a table, select Insert from the top menu, then select Chart.
- (i) The process of summarizing and reducing data is known as aggregation.
- (j) A Google Analytics 'account' is the same as a Google Account.

2. Answer any *five* of the following in about **100** words each : 2 each

Briefly explain the following :

- (a) Google Ads
- (b) HR Analytics dashboard

- (c) Data life cycle.
 - (d) Thumbnail for YouTube video
 - (e) Drill down
 - (f) Data visualization
 - (g) Content Load Time
 - (h) Acquisition
3. Answer any *four* of the following in about **250** words each. 5 each
- (a) What is a Pie Chart ? How to create Pie of Pie Chart ?
 - (b) Explain the term 'Google Data Studio' and the Features of Google Data Studio.
 - (c) What is a 'Dash Board' ? What are the benefits of using Dash Boards ?
 - (d) Explain Google Analytics and how you login to Google Analytics ?
 - (e) What do you think Analytics Intelligence can do for you ?
 - (f) Why calculated fields are used ? How is a calculated field added at the data source ?

- (g) Explain the role of 'Overview' and 'Content' tabs in YouTube channel analytics.

4. Answer any *one* question in **500** words : 10

- (a) What is a Line Chart ? Explain the different types of Line Charts.

Or

- (b) What is the importance of Interactive reports in Google Data Studio ? How can you add a control feature to Google Data Studio ?

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