

S.No. : 581

BCADS 1201

No. of Printed Pages : 04

Following Paper ID and Roll No. to be filled in your Answer Book.

**PAPER ID : 15806**

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## BCA Examination 2021-22

(Even Semester)

### DATA VISUALIZATION

*Time : Three Hours]*

*[Maximum Marks : 60*

**Note :-** Attempt all questions.

#### SECTION – A

1. Attempt all parts of the following : 8×1=8
- (a) Interpret briefly the term business intelligence.
  - (b) Elaborate the steps involved in implementing business intelligence system.
  - (c) Compare structured and unstructured data.
  - (d) Compare analytics and analysis.
  - (e) Demonstrate the use of query calculation.

*[P. T. O.*



- (f) Interpret ETL. Elaborate the ETL process.
- (g) What do you understand by a dictionary attack?
- (h) Write the differences between a white box test and a blackbox test.

### SECTION – B

2. Attempt any two parts of the following :  $2 \times 6 = 12$
- (a) Explain any four different fields where data analytics are used and how it is transforming the world. Justify your answer using suitable example.
  - (b) Write short note on IBM Cognos analytics suite.
  - (c) What is the impact of data visualization on the retail companies?
  - (d) Pen down how big data is impacting the corporate world? Support your answer with example.

### SECTION – C

**Note :-** Attempt all questions from this section.



3. Attempt any two parts of the following :  $5 \times 2 = 10$
- (a) Explain dashboard, exploration and story.
  - (b) Pen down the process to generate data module.
  - (c) Pen down the process to joint to query items belonging to different subsets.
4. Attempt any two parts of the following :  $5 \times 2 = 10$
- (a) What are the advantages and disadvantages of cognos?
  - (b) Explain detail filter and summary filter with example.
  - (c) Mention any ten company names which are using IBM cognos.
5. Attempt any two parts of the following :  $5 \times 2 = 10$
- (a) Illustrate how to use custom data sets on IBM cognos analytics reporting.
  - (b) Differentiate between OLAP and OLTP.
  - (c) Sales managers want you to create a crosstab report with data in which users can easily understand the sort order and can distinguish between data based on appearance. The report

**[ P. T. O. ]**



should show revenue for each year of operation for each product type within each product line. In the same crosstab, you want to display revenue for each branch region/country.

6. Attempt any two parts of the following :  $5 \times 2 = 10$
- (a) Sales executives would like you to create a report that lists all of the sales representatives and the revenue they have generated to date. The report should include their name, position, city and country. Sort the report by revenue, in descending order and display revenue in american dollars.
  - (b) Executives want you to create and format a report to highlight and sort the product line based on the revenue that they generated. They also want you to highlight the retailer type and sort revenue descending by quantity sold.
  - (c) You want to create and format a report to show revenue generated by order method for each year. You want to see yearly trends in sales for each order method.

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