No. of Printed Pages : 4

BSMA–005

B. B. A. (SERVICES MANAGEMENT)

(BBASM)

Term-End Examination

December, 2024

BSMA-005 : DATA PROCESSING AND REPORTING

Time : 2 Hours *Maximum Marks : 50*

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

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.

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(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.

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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.

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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 :

10×1=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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