No. of Printed Pages : 5 **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.

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(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.

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(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

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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 carbody ?

(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.

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(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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