No. of Printed Pages : 4

BSMA–005

B. B. A. (SERVICES MANAGEMENT)

(BBASM)

Term-End Examination

June, 2025

BSMA-005 : DATA PROCESSING AND REPORTING

Time : 2 Hours *Maximum Marks : 50*

Note : *Attempt all questions.*

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

   Fill in the blanks :

   (a) ..... is a graphical representation of data in a worksheet.

   (b) Keyboard shortcut for inserting a pivot table is ..... .

   (c) Bounce refers to the act of a user visiting only a ..... page of a website.

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(d) Value axis or Y-axis is the ..... axis of a chart.

(e) Drill down can be done on dimensions that are ..... .

State whether True *or* False :

(f) The exact algorithm for quality score is published by Google.

(g) Conversion events are events that fulfill a particular business objective.

(h) WordPress by default features direct integration with Google Analytics.

(i) Bar charts use X-axis as the primary axis.

(j) Traffic from social media is considered to be referral traffic.

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

(a) Doughnut Charts

(b) Google Ads

(c) Pivot Table

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(d) Data visualization

(e) Conditional formatting

(f) Website Loading-Time

(g) YouTube Studio

(h) Digital Analytics

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

(a) Describe the types of Line Charts.

(b) Explain Scatter charts. How to create Scatter chart ?

(c) What are the features of Google Data Studio ?

(d) What is a scorecard ? How can you create one ?

(e) How do you login to Google Analytics ?

(f) What are the benefits of creating and using dashboards ?

(g) What are the drawbacks of Google Analytics ?

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

1 ×10=10

(a) Explain the term 'Area Chart'. Discuss the different types of Area Charts. What are the steps followed to make the areas of the area chart transparent ?

(b) What is a Dashboard ? Discuss the different types of dashboards.

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