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SEAT No. :

PE-5985

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M.B.A.

BA611 MJ : Data Visualisation and Storytelling

(2024 Pattern) (Semester - III)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates :

1) ***All questions are compulsory***

2) ***Each question carries equal marks.***

Q1) **Attempt any 5 questions of following :** **[10]**

a) What is data connectivity in power BI

b) What is power BI mobile?

c) Define data transformation.

d) What is matrix visual?

e) What is the analytics pane?

f) Define drill-through?

g) What is a parameter in power BI?

h) What is report publishing?

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Q2) **Attempt any 2 out of 3 questions :** **[10]**

a) Describe the role of calculated measures in analysis.

b) Explain conditional formatting with an example.

c) Explain exporting reports to PDF and sharing options.

Q3) Explain Import and Directquery modes with advantages and limitations? **[10]**

OR

Explain data load options and refresh mechanisms in power BI.

Q4) Explain creating interactive dashboard using slicers. Filters and bookmarks. **[10]**

OR

Explain storytelling techniques using power BI visuals.

Q5) Explain trend lines, forecasting and reference lines in analytics pane. **[10]**

OR

Explain what if analysis using parameters with an example.

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