

QP CODE: 25805071



Reg No : .....

Name : .....

**MBA DEGREE EXAMINATION, NOVEMBER 2025**

**Third Semester**

Master of Business Administration

**ELECTIVE - 24MB03FE43 - DATA VISUALIZATION USING TABLEAU**

2024 Admission Onwards

3B69726D

Time: 3 Hours

Maximum Marks: 60

**Part A**

*Answer any five questions. Each question carries 2 marks.*

1. What are Dimensions and Measures in Tableau?
2. Define data connection in Tableau.
3. What is the use of Groups and Sets in Tableau?
4. What is a Pareto Chart? Explain its purpose.
5. What are ad-hoc calculations in Tableau?
6. What is the purpose of creating a Pareto Chart?
7. What is a .twbx file in Tableau?

(5×2 = 10 Marks)

**Part B**

*Answer any five questions. Each question carries 6 marks.*

8. Describe in detail how to manage data properties and assign aliases.
9. How can you create and apply groups and hierarchies in Tableau to organize and analyze data effectively?
10. Discuss the various types of Data Filters available in Tableau.
11. Discuss how Editing Axes impacts data representation.
12. Describe how building logic and arithmetic calculations can be applied to categorize, compare, or perform mathematical analysis on data.
13. Explain how to format, add actions, and organize multiple worksheets for effective presentation.





14. How does a story differ from a dashboard in terms of purpose and audience engagement?

(5×6 = 30 Marks)

**Part C**

*Answer any **two** questions. Each question carries **10** marks.*

*Question number 17 is compulsory .*

15. Evaluate the role of Tableau as a business intelligence tool in decision-making and performance tracking.

16. Explain how Tableau can be used for market trend analysis and forecasting. Provide examples of visual analytics that assist in understanding consumer behavior and market dynamics.

**Compulsory Question**

17. Explain the concepts of groups, hierarchies, and sets in Tableau. How do they help in managing complex datasets and improving analytical efficiency?

(2×10 = 20 Marks)

