



QP CODE: 26801893



Reg No :

Name :

MBA DEGREE SPECIAL REAPPEARANCE EXAMINATION APRIL 2026

Third Semester

MASTER OF BUSINESS ADMINISTRATION

ELECTIVE - 24MB03FE43 - DATA VISUALIZATION USING TABLEAU

2024 ADMISSION ONLY

B397C114

Time: 3 Hours

Maximum Marks: 60

Part A

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

1. How to establish Data connections in Tableau?
2. What is Data blending?
3. Explain Interactive filter with an example.
4. What is a calculated field?
5. Define a Level of Detail (LOD) expression in Tableau.
6. What is the difference between row-level and aggregate-level calculations in Tableau?
7. What is a dashboard in Tableau?

(5×2 = 10 Marks)

Part B

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

8. Discuss the significance of data blending in Tableau.
9. Describe how to create, save, and manage both live connections and extracts. Highlight their advantages and disadvantages with examples.
10. In what situations would you prefer using a hierarchy over a set, and vice versa? Support your answer with suitable examples.
11. What is a Waterfall chart, and how is it used to visualize sequential changes in data?
12. How can renaming, aliasing, and changing data types improve visualization accuracy?
13. Discuss with examples how Tableau supports various organizational departments in analyzing trends and making data-driven decisions.





14. Discuss best practices for optimizing dashboards for different platforms.

(5×6 = 30 Marks)

Part C

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

Question number 17 is compulsory .

15. Discuss how to create a story in Tableau using dashboards and views.
16. How can advanced visualization techniques such as Pareto Charts, Waterfall Charts, and Trend Lines be effectively applied in business data analysis to identify key performance drivers, analyze financial changes, and forecast future trends?

Compulsory Question

17. You are building a global sales dashboard with “Country,” “Revenue,” and “Year.” Explain how you would assign data types, geographic roles, and default formatting to ensure accurate and appealing visualization.

(2×10 = 20 Marks)

