

MBA in BI Sem.-1 Examination

BI-108

TBA

Time : 1-30 Hours]

January-2025

[Max. Marks : 70

- Instructions :** (1) This paper contains **Thirty Five** questions.
 (2) Each Question is of 2 Marks.
 (3) Each Question is of multiple choices.
 (4) All questions are compulsory.

NO.	QUESTION	Marks
Q.1	What is Tableau? A. Spreadsheet Software B. Data Visualization and Business Intelligence Software C. Accounting Software D. Video Editing Software	2
Q.2	What does Tableau allow users to create? A. Spreadsheets B. Interactive Dashboards and Visualizations C. Word Documents D. Slide Presentations	2
Q.3	What type of data sources can Tableau connect to? A. Spreadsheets and databases only B. Cloud services and big data platforms only C. Databases and cloud services only D. Spreadsheets, databases, cloud services, and big data platforms	2
Q.4	How does Tableau help users gain insights from data? A. By automatically generating reports B. By providing pre-defined charts and graphs C. By enabling users to create interactive visualizations and perform ad-hoc analysis D. By offering statistical modeling tools	2
Q.5	What is the purpose of Tableau dashboards? A. To create animated data visualizations B. To share reports with others C. To present data insights in a compelling and interactive manner D. To perform advanced analytics on data	2

- Q.6** Which of the following is NOT a feature of Tableau? **2**
 A. Data transformation and blending
 B. Real-time data connection
 C. Word processing and document creation
 D. Data collaboration and sharing
- Q.7** What is the term used in Tableau to represent individual data elements such as text, numbers, and dates? **2**
 A. Rows
 B. Columns
 C. Dimensions
 D. Measures
- Q.8** How can users filter and focus on specific data in Tableau? **2**
 A. By using real-time data connections
 B. By creating interactive dashboards and visualizations
 C. By transforming and blending data
 D. By applying filters and sorting options
- Q.9** What does the Tableau term “Marks” refer to? **2**
 A. Annotations and notes on a visualization
 B. Individual data points represented in a visualization
 C. Custom color palettes for visualizations
 D. Error bars and confidence intervals on a visualization
- Q.10** Which of the following is a method for sharing Tableau visualizations with others? **2**
 A. Exporting visualizations to image files
 B. Embedding visualizations in web pages
 C. Sharing via Tableau Server or Tableau Online
 D. All of the above
- Q.11** What is the Tableau feature that allows users to analyze data based on specific conditions or criteria? **2**
 A. Calculated fields
 B. Quick filters
 C. Parameters
 D. Sets
- Q.12** How can users perform forecasting and predictive modeling in Tableau? **2**
 A. By using real-time data connections
 B. By creating interactive dashboards and visualizations
 C. By applying statistical functions and forecasting algorithms
 D. By transforming and blending data
- Q.13** What is the purpose of using “Hierarchies” in Tableau? **2**
 A. To create animations for visualizations
 B. To organize data into levels of detail for drilling down and analysis
 C. To import and export data from other sources
 D. To perform advanced analytics on data
- Q.14** Which Tableau feature allows users to create customized groups of data points based on specific criteria? **2**
 A. Calculated fields
 B. Quick filters
 C. Parameters
 D. Sets

- Q.15** What is the purpose of using “Parameters” in Tableau? **2**
 A. To create customized groups of data points based on specific criteria
 B. To filter and focus on specific data points in a visualization
 C. To allow users to change the values in a calculation dynamically
 D. To organize data into levels of detail for drilling down and analysis
- Q.16** What is the term used in Tableau to represent categorical data that is used for organizing and aggregating measures? **2**
 A. Rows
 B. Columns
 C. Dimensions
 D. Measures
- Q.17** How does Tableau help users create interactive visualizations? **2**
 A. By providing pre-defined charts and graphs
 B. By automatically generating reports
 C. By allowing users to drag and drop data fields to create visualizations
 D. By offering statistical modeling tools
- Q.18** What is the Tableau feature that allows users to combine multiple visualizations into a single layout for presentation? **2**
 A. Rows and columns
 B. Hierarchies
 C. Dashboards
 D. Sets
- Q.19** Which Tableau feature is used to define relationships between tables in a database? **2**
 A. Calculated fields
 B. Quick filters
 C. Joins
 D. Sets
- Q.20** What is the purpose of using “Table Calculations” in Tableau?. **2**
 A. To perform advanced statistical analysis
 B. To create customized groups of data points based on specific criteria
 C. To calculate values based on the data in a visualization
 D. To create animations and visual effects
- Q.21** How can users explore and analyze data on the fly in Tableau? **2**
 A. By using real-time data connections
 B. By transforming and blending data
 C. By applying filters and sorting options
 D. By using “Show Me” feature to generate visualizations
- Q.22** What is the purpose of using “Show Me” feature in Tableau? **2**
 A. To create customized groups of data points based on specific criteria
 B. To generate recommended visualizations based on selected data
 C. To organize data into levels of detail for drilling down and analysis
 D. To perform advanced statistical analysis

- Q.23** What is the Tableau feature that allows users to create interactive filters for data exploration? **2**
 A. Calculated fields B. Quick filters
 C. Parameters D. Sets
- Q.24** Which Tableau feature allows users to blend and combine data from multiple sources into a single data source? **2**
 A. Data connections B. Data blending
 C. Data transformation D. Data aggregation
- Q.25** How can users analyze data trends and patterns over time in Tableau? **2**
 A. By using real-time data connections B. By creating interactive dashboards and visualizations
 C. By applying forecasting algorithms D. By transforming and blending data
- Q.26** What is the purpose of using “Aggregation” in Tableau? **2**
 A. To perform advanced statistical analysis B. To create customized groups of data points based on specific criteria
 C. To calculate summary values of data points D. To organize data into levels of detail for drilling down and analysis
- Q.27** What is the Tableau feature that allows users to combine and analyze data from multiple data sources in a single visualization? **2**
 A. Data connections B. Data blending
 C. Data transformation D. Data aggregation
- Q.28** How can users create customized calculations and expressions in Tableau? **2**
 A. By using real-time data connections B. By transforming and blending data
 C. By creating “Calculated Fields” D. By applying filters and sorting options
- Q.29** What is the Tableau feature that allows users to define how data should be presented on a map visualization? **2**
 A. Geographic roles B. Data blending
 C. Parameters D. Sets
- Q.30** How does Tableau help users gain insights from large and complex datasets? **2**
 A. By automatically generating reports and summaries B. By providing pre-defined charts and graphs
 C. By allowing users to create interactive visualizations and perform ad-hoc analysis D. By offering data transformation and blending capabilities
- Q.31** Which visualizations would you prefer to show analysis across time? **2**
 A. Line B. Bar
 C. Pie D. Map

- Q.32** Which visualizations would you prefer to show analysis across different Month Category? **2**
A. Line B. Bar
C. Pie D. Map
- Q.33** Which visualizations would you prefer to show analysis across categorical variables with many categories? **2**
A. Line B. Bar
C. Pie D. Map
- Q.34** Which visualizations would you prefer to show analysis across locations? **2**
A. Line B. Bar
C. Pie D. Map
- Q.35** Attendance table is fact or dimension table? **2**
A. Fact B. Dimension
C. Both a & b D. None