

Roll No.

Total Pages : 3

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May-2026

B.Sc. (VCMT)-VI SEMESTER

Tools for Visual Analytics

(B.Sc. VCMT 602-23)

Time : 3 Hours]

[Maximum Marks : 75

Instructions :

- 1. It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.*
- 2. Answer any four questions from Part-B in detail.*
- 3. Different sub-parts of a question are to be attempted adjacent to each other.*

PART – A

- (a) Define the concept of "Visual Analytics". (1.5)

(b) Define "Simplicity" in design. (1.5)

(c) What is the "Clarity" principle in data visualization? (1.5)

(d) Name two popular visual analytics tools. (1.5)

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- (e) Define a "Heatmap". (1.5)
- (f) What is a "Static Visualization"? (1.5)
- (g) What are "Interactive Dashboards"? (1.5)
- (h) What is "Real-time Data Visualization"? (1.5)
- (i) What is a "Pie Chart" best used for? (1.5)
- (j) List one visualization best practice for "Storytelling". (1.5)

PART – B

- 2. (a) Discuss the importance and general process of visual analytics in modern data science. (10)
- (b) Explain the different types of data used in visualization. (5)
- 3. (a) Compare Tableau and Power BI based on ease of use, flexibility, and interactivity. (5)
- (b) Describe how industries use these tools? (10)
- 4. Evaluate the role of visual analytics in corporate communication and industry specific decision-making. (15)
- 5. (a) How does the cognitive aspect of "Perception" influence the choice of color and shape in design? (5)

- (b) What is the importance of a "Critique" in the development of visualizations? (10)
- 6. (a) Discuss the process of visual analytics from data collection to final insight presentation. (10)
- (b) Explain the importance of design principles in creating effective analytics solutions. (5)
- 7. Explain the techniques for "Visual Storytelling with Data". (15)