

Total No. of Questions : 4]

PD-428

SEAT No. :

[Total No. of Pages : 2

[6409]-281

S.E. (Computer Science and Engineering) (Data Science) (Insem.)

DATA STORYTELLING AND VISUALIZATION

(2019 Pattern) (Semester - IV) (210654)

Time : 1 Hour]

[Max. Marks : 30

Instructions to the candidates :

- 1) Answer questions Q.1 or Q.2, Q.3 or Q.4.
- 2) Neat diagrams must be drawn wherever necessary.
- 3) Figures to the right side indicate full marks.
- 4) Assume suitable data if necessary.
- 5) Use of scientific calculator is allowed.

- Q1) a) What is the need for storytelling in data science? Explain with an example. [4]
- b) Describe the psychology and anatomy of storytelling. Why is it important in data communication? [5]
- c) How is data effectively communicated through storytelling? Explain with a real-world example. [6]

OR

- Q2) a) Discuss how understanding the target audience impacts storytelling. Provide an example. [4]
- b) Explain the impact of storytelling in decision-making processes. [5]
- c) Explore and describe the ethics involved in data storytelling. Why is ethical storytelling important? [6]

- Q3) a) What are valuable insights in data storytelling, and how are they captured? [4]
- b) How does selecting an appropriate design improve the effectiveness of a data story? Explain with examples. [5]
- c) What techniques can be used to polish a data story before final presentation? Explain in detail. [6]

P.T.O.

OR

- Q4) a) What are the key components in designing and delivering a storyline in data storytelling? [4]
- b) Discuss the significance of visuals in setting the scene for a compelling data story. Provide examples. [5]
- c) Discuss the role of social media sentiment analysis and geographic data visualization in disaster response. Provide suitable case studies. [6]

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