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	<p align="center"><u>PES University, Bengaluru</u> (Established under Karnataka Act No. 16 of 2013)</p>	<p align="center">UE20CS907</p>
MARCH 2021: END SEMESTER ASSESSMENT (ESA) M TECH DATA SCIENCE AND MACHINE LEARNING_ SEMESTER I UE20CS907 – Structuring and Visualizing Analytics Problems		
Max Marks: 50		

INSTRUCTIONS	
<ul style="list-style-type: none">• All questions are compulsory.• Section A consists of multiple choice questions.• Section B and C are descriptive questions.• For Section C, kindly refer the Analytical Case given with the Question Paper.	
Section 1	
Q. Multiple Choice Questions (2 Marks each)	10 marks
Q.1 Which of the following is not a Porter’s Five Forces?	
a. Employee’s behavior	b. Borrowing power of suppliers
c. Threat of substitutes	d. Threat of new entrants
Q.2 Which one of the following is not a component of the Story Telling Arc?	
a. Climax	b. Resolution
c. Set-up	d. Ideation

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Q.3 Which of the following represents high & stable earnings?

- a. Question Mark
- b. Stars
- c. Cash cows
- d. Dog

Q.4 The excessive and unnecessary usage of graphical effects in graphs is known as:

- a. Data integrity
- b. Data ink ratio
- c. Chartjunk
- d. Graph's lie factor

Q.5 Which of the following is a feature of an "Explanatory" Story?

- a. Layered
- b. Heavy messaging
- c. User driven
- d. Minimal messaging

Section 2

10 Marks

Q. 1 Explain the different ways of visualizing hierarchical data.

10 marks

Section 3

30 marks

Q.1 Case Study

For a given Business case, create a Business model or Cause-effect model using suitable analytical framework.(Any one framework is sufficient)