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|  | **PES University, Bengaluru**  (Established under Karnataka Act No. 16 of 2013) | **UE20CS907** |
| **MARCH 2021: END SEMESTER ASSESSMENT (ESA)**  **M TECH DATA SCIENCE AND MACHINE LEARNING\_ SEMESTER I**  **UE20CS907 – Structuring and Visualizing Analytics Problems** | | |
| Max Marks: 50 | | |

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| **INSTRUCTIONS** |
| * 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  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) |