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UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, April 2018

Program: BBA – Digital Marketing
Subject (Course): Web and Social Analytics
Course Code : BBCI145
No. of page/s:5

Semester – VI
Max. Marks : 100
Duration : 3 Hrs

Section A

Attempt all questions. Each carry equal marks

(20 x 1= 20 Marks)

1. Facebook analytics does not let me know ____ about my business page?
 - a. Best day of the week
 - b. Best time of the day
 - c. Best audience of the week
 - d. Best post of the week

2. Twitter analytics does not give which of the following data?
 - a. How my competitors are growing
 - b. Which post got the most attention
 - c. Who is the top follower of the accountWhich income category my followers belong to

3. What information GA doesn't get with UTM?
 - a. User's Browser
 - b. User's Phone Model
 - c. User's laptop Model
 - d. User's OS

4. Which of the following Social Media gives me the performance details of competitor?
 - a. Instagram
 - b. Facebook
 - c. Twitter
 - d. LinkedIn



5. I can't break down my Facebook analytics by?
 - a. Location of my audience
 - b. Source of my audience
 - c. Interest of my audience
 - d. Source of likes for my page

6. If I am getting users on my website from Facebook, then Facebook becomes my?
 - a. Channel
 - b. Medium
 - c. Source
 - d. Referral

7. In UA-66456686-1, 66456686 represents?
 - a. Property
 - b. Account
 - c. View
 - d. Goal

8. Which of the following social media doesn't use a business page?
 - a. Instagram
 - b. Facebook
 - c. Twitter
 - d. LinkedIn

9. Which of the following holds true for a Metric?
 - a. Non Mutually Exclusive in nature
 - b. Cannot be used as Dimension
 - c. Cannot Intersect
 - d. Cannot be compared

10. How in Analytics we cannot measure revenue?
 - a. By connecting AdWords
 - b. By assigning Goals
 - c. By using conversion tracking code
 - d. By assigning value to a conversion

One Word Answers

- Q.11 One type of a Goal is?
- Q.12 Can the data change once Google analytics has processed the data?
- Q.13 Bounce rate on a website is calculated when _____?
- Q.14 The user data collected from a website can be accessed from which option in Google Analytics?
- Q.15 True/False. If you apply a filter in a view to collect the data only from Australia today, you can get the data in this view from the day 1.
- Q.16 KPI stands for?
- Q.17 Analytics let me know the data for Inorganic or Organic activities?
- Q.18 Higher bounce rate is bad, true or false?
- Q.19 High impression and low CTR from organic traffic tells me to improve _____?
- Q.20 Relevance score in social media hints me to improve _____?

Section B

Attempt all questions. Each carry equal marks

(5 x 4= 20 Marks)

- Q.1 How we can connect a website with Google Analytics?
- Q.2 What is the process of applying filters on a View?
- Q.3 What are the details do I get when it comes to Social Analytics?
- Q.4 How Social Media analytics are helpful to grow a business organically?
- Q.5 A company invests \$10k into their online business and makes \$20k, look into the below analytics data and solve the same for better ROI.



Section C

Attempt any two. Each carry equal marks

(2 x15= 30 Marks)

Q.1 Analyze and observe the following data from a company who is trying to get more online customers using their website:

Interaction	Impr.	Interaction rate	Avg. Cost	Conversions	Cost
815	4493	18.14%	5.84	15	4,762.69

- What is the observation in details?
- What can you predict based on the above data?
- Can this result be improved? If yes, How?

Q.2 Give the differences between:

- Reach and Impressions
- Users and Sessions
- Engagement Rate and Conversion Rate
- Metrics and Dimensions
- Strategy and Tactics

Section D

Answer the following question.

(30 Marks)

Q.1 What is Web and Social Analytics? Why it is required?

Explain the Collection, Configuration and Reporting process in Web Analytics.

What can we do with Analytics data? Explain in Detail with Examples.

