

<b>Name:</b>	 <b>UPES</b> <small>UNIVERSITY WITH A PURPOSE</small>
<b>Enrolment No:</b>	

**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**Online End Semester Examination, May 2021**

**Course: Social and Web Analytics**  
**Program: MBA(BA)**  
**Course code: DSBA 8009**

**Semester: IV**  
**Time: 03 Hours**  
**Max. Marks: 100**

**SECTION A**

S.No	Question	Marks	CO
	<b>Select appropriate options from the following:</b>	<b>(6 x 5 = 30)</b>	
Q1.	<p>(A). Which of the following is a “source” in Google Analytics?</p> <p><b>(select all answers that apply)</b></p> <ul style="list-style-type: none"> <li>a) googlemerchandisestore.com</li> <li>b) (direct)</li> <li>c) Google</li> <li>d) Email</li> </ul> <p>(B). Which of these are channels available in the default Channels report?</p> <p><b>(select all answers that apply)</b></p> <ul style="list-style-type: none"> <li>a) Organic Search</li> <li>b) Direct</li> <li>c) Display</li> <li>d) Device</li> </ul>		<b>CO1</b>
Q2.	<p>(A). Which of the following is a “medium” in Google Analytics?</p> <p><b>(select all answers that apply)</b></p> <ul style="list-style-type: none"> <li>a) Organic</li> <li>b) CPC</li> <li>c) Referral</li> <li>d) mail.google.com</li> </ul> <p>(B) Google Analytics can collect behavioral data from which systems?</p> <p><b>(select all answers that apply)</b></p> <ul style="list-style-type: none"> <li>a) E-commerce platforms</li> <li>b) Mobile Applications</li> <li>c) Online point-of-sales systems</li> <li>d) Systems not connected to the Internet</li> </ul>		<b>CO1</b>

<p>Q3.</p>	<p>(A). To track website behavior data with Google Analytics, which steps will you need to complete?</p> <p><b>(select all answers that apply)</b></p> <ul style="list-style-type: none"> <li>a) Install Google Analytics software on your desktop</li> <li>b) Create an Analytics account</li> <li>c) Add the Analytics tracking code to each page of your site</li> <li>d) Download the Analytics app</li> </ul> <p>(B). The Analytics tracking code can collect which of the following?</p> <p><b>(select all answers that apply)</b></p> <ul style="list-style-type: none"> <li>a) How many users visited a page</li> <li>b) Language the browser is set to</li> <li>c) Type of browser</li> <li>d) User's favorite website</li> <li>e) Device and operating system</li> </ul>		<p><b>CO1</b></p>
<p>Q4.</p>	<p>(A). Which of the following are examples of Goals in Google Analytics?</p> <p><b>(select all answers that apply)</b></p> <ul style="list-style-type: none"> <li>a) Making a purchase</li> <li>b) Signing up for a newsletter</li> <li>c) Completing a successful Google search</li> <li>d) Submitting a contact information form</li> </ul> <p>(B). In Google Analytics, what is the "Bounce Rate"?</p> <p><b>(select all answers that apply)</b></p> <ul style="list-style-type: none"> <li>a) The number of times unique users returned to your website in a given time period</li> <li>b) The percentage of sessions in which a user exits from your homepage</li> <li>c) The percentage of total site exits</li> <li>d) The percentage of visits when a user landed on your website and exited without any interactions</li> </ul>		<p><b>CO1</b></p>
<p>Q5.</p>	<p>(A). Which report lists the pages of your website where users first arrived?</p> <p><b>(select all answers that apply)</b></p> <ul style="list-style-type: none"> <li>a) Landing Pages report</li> <li>b) All Pages report</li> <li>c) Exit Pages report</li> <li>d) Pages report under Events</li> </ul>		<p><b>CO1</b></p>

	<p>(B). Which report should you use to check if users are exiting from important pages on your website?</p> <p><b>(select all answers that apply)</b></p> <ul style="list-style-type: none"> <li>a) Landing Pages report</li> <li>b) All Pages report</li> <li>c) Exit Pages report</li> <li>d) Pages report under Events</li> </ul>		
Q6.	<p>(A). To find your Analytics tracking code, which sequence of steps should you follow?</p> <p><b>(select all answers that apply)</b></p> <ul style="list-style-type: none"> <li>a) “Admin” tab &gt; “Tracking Code” &gt; “Tracking Info”</li> <li>b) “Admin” tab &gt; “Tracking Info” &gt; “Tracking Code”</li> <li>c) “Reporting” tab &gt; “Audience Reports” &gt; “Tracking Code”</li> <li>d) “Audience Reports” &gt; “Settings” &gt; “Tracking Code”</li> </ul> <p>(B). What are the three different campaign tags that Google Analytics requires for accurate campaign tracking?</p> <p><b>(select all answers that apply)</b></p> <ul style="list-style-type: none"> <li>a) Medium, Source, and Content</li> <li>b) Medium, Source, and Campaign</li> <li>c) Campaign, Content, and Term</li> <li>d) Source, Content, and Term</li> </ul>		<b>CO1</b>
<b>SECTION B</b>			
<b>Each question will carry 10 marks</b>		<b>( 5X10=50)</b>	
Q1.	Describe the various types of attribution model used to measure the impact on final conversion.	<b>10</b>	<b>CO2</b>
Q2.	What are the various medium and sources that delivered users to website, used in google analytics?	<b>10</b>	<b>CO2</b>
Q3.	Describe the five different campaign tags that help to identify specific information about the campaign traffic.	<b>10</b>	<b>CO2</b>
Q4.	Describe which is more important – bounce rate or exit rate and why?	<b>10</b>	<b>CO2</b>

Q5.

In the below diagram the audience report is shown. Describe the relevance of Acquisition, Behaviour and Conversion based on the Device category.

10

CO2

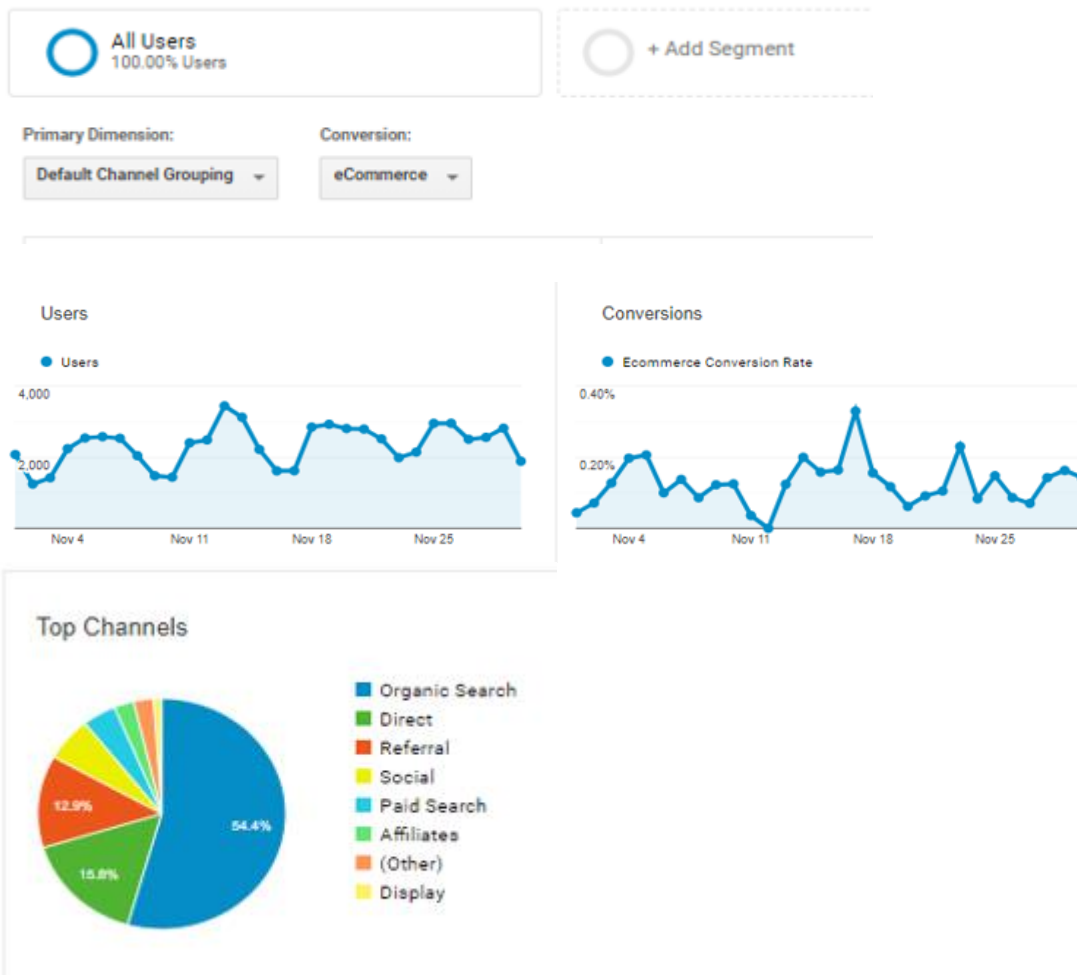
Device Category	Acquisition			Behavior			Conversions	
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue
	13,331 % of Total: 100.00% (13,331)	11,472 % of Total: 100.04% (11,467)	15,782 % of Total: 100.00% (15,782)	49.85% Avg for View: 49.85% (0.00%)	3.76 Avg for View: 3.76 (0.00%)	00:02:06 Avg for View: 00:02:06 (0.00%)	399 % of Total: 100.00% (399)	\$79,114.20 % of Total: 100.00% (\$79,114.20)
1. desktop	7,981 (59.34%)	6,509 (56.74%)	9,409 (59.62%)	44.36%	4.31	00:02:36	383 (95.99%)	\$77,922.12 (98.49%)
2. mobile	4,729 (35.16%)	4,286 (37.36%)	5,544 (35.13%)	57.52%	2.94	00:01:23	15 (3.76%)	\$1,066.12 (1.35%)
3. tablet	739 (5.49%)	677 (5.90%)	829 (5.25%)	60.92%	2.93	00:01:07	1 (0.25%)	\$125.96 (0.16%)

SECTION-C

Q1.

(A).What are the google analytics goals? Describe different types of google analytics goals.

(B). Describe the acquisition report in google analytics. Write the interpretation of below report:



2X10=20

CO3