

Name:		
Enrolment No:		
UNIVERSITY OF PETROLEUM & ENERGY STUDIES <u>End Semester Examination (Online) – May, 2021</u>		
Program: BBA-ABD Subject/Course: WEB ANALYTICS Course Code: CSBA 2008		Semester: IV Max. Marks: 100 Duration: 3 Hours
SECTION A		
1. Each Question will carry 5 Marks 2. Instruction: Write short / brief notes.		
S.No	Question	CO
Q1.	Explain the steps in the Process of Web Analytics	CO1
Q2.	Explain Web 2.0 and its importance	CO1
Q3.	Differentiate between social and web analytics in a tabular form	CO2
Q4.	Explain the Best Practices for Collecting Data from social networks	CO3
Q5.	Explain the term KPI and define any three KPIs in Social Analytics	CO3
Q6.	Differentiate between conversion and conversion rate	CO2
SECTION B		
1. Each question will carry 10 marks 2. Instruction: Write long answer		
Q7.	Elaborate on the types of Web Analytics and the terms used by Web Analytics tools	CO1
Q8.	Explain in detail the impact of social media on business	CO2
Q9.	Explain the three stages of the Social Media Analytics Process, and the two techniques namely Sentiment analysis and Trend Analysis.	CO3
Q10.	Explain the steps involved in creating KPIs <div style="text-align: center;">OR</div> What are the challenges in social media data collection?	CO4
Q11.	Explain the Social Media Content Creation Process, and the issues in Content Creation	CO4
SECTION C		
1. Section C carries 20 marks		
Q12.	Design and discuss the social media analytics process to identify impact of Carvaan Radio in the market. Make assumptions wherever required. Also design a smart methodology for the above scenario and identify the social business objectives.	CO5

ANSWERS