



Name:

Enrolment No:

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, Dec 2022

Course : Web Analytics

Program : BBA (ABD)

Course Code: CSBA2008

Semester : V

Time : 03 hrs.

Max. Marks: 100

Instructions: Attempt all sections

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q 1	Attempt all questions.		CO1
a.	Which of the following appear in Google Analytics reports? a) Visits b) Medium c) Landing Page d) Pageviews	2	CO1
b.	Which is NOT true about web analytics? a) It helps analyze behavior of visitors on the website b) It helps improve performance c) It is a beneficial marketing tool for businesses d) It helps determine the conversion rate for customers who walk into a store	2	CO1
c.	What does KPI stand for in web analytics? a) Key Product Innovation b) Key Performance Indicator c) Key Process Innovation d) Key Process Indicator	2	CO1
d.	When it comes to web analytics, what insights can you gather using analytics tools? a) What websites users visit after leaving your website b) How you currently rank in search engines c) How people interact with your website d) How people interact with your competitor's websites	2	CO1
e.	Which of the following does not appear as a metric in Google Analytics reports? a) Pageviews b) Browser	2	CO1

	c) Average Page Load Time d) Average Visit Duration		
f.	_____ analysis is carried out to find out the sources from where your web traffic originates. a) Conversion Analysis b) Acquisition Analysis c) Behaviour Analysis d) Audience Analysis.	2	CO1
g.	Which of the following statements are true? a) A business plan is a document which highlights business goals and strategies on how to reach those goals. b) A business plan defines the key aspects of starting and running a business. c) A business plan is a roadmap that will include where you want to go and how to get there. d) All of the above	2	CO1
h.	What is a key negative impact of eCommerce? a) Job losses b) More choices of goods c) 24X7 availability d) Cheaper goods	2	CO1
i.	What do you call a commercial transaction between a business and a business that is transacted online? a) B2B e-commerce b) B2B commerce c) B2B digital transaction d) B2C e-commerce e) None of the answers are correct.	2	CO1
j.	A company goes to a website that brings together a large and diverse group of commercial buyers and sellers. What is that website called? a) E-distribution b) E-procurement c) Exchange d) Marketplace e) None of the answers are correct.	2	CO1
SECTION B 4Qx5M= 20 Marks			
Q2.	What is a business plan? What are the essentials of a business plan? Explain with examples.	5	CO1
Q3.	What is e-commerce? What are the different kinds of transactions in e-commerce?	5	CO2
Q4.	What do you understand by Web Analytics? What are its primary objectives?	5	CO1

Q5.	What is Audience Analysis? Explain.	5	CO2
SECTION-C 3Qx10M=30 Marks			
Q6.	Explain in detail the investments required to run an ecommerce business.	10	CO2
Q7.	What are the legal aspects of running an e-commerce website?	10	CO2
Q8.	What are the key considerations to be made when a business decides to sell their products or services online?	10	CO2
SECTION-D 2Qx15M= 30 Marks			
Q9.	<p>The Galore, a women’s clothing store, was facing a problem as their website had a low conversion rate due to technical, usability and value communication issues. The business decided to fix this issue by redesigning their website. The new site was supposed to fix those technical issues, and also do a better job of communicating value to the customer. For example, the product listing page on the old website had very few pictures and did not prominently feature reviews. So, their marketing team invested in adding additional photos to the product listing and reached out to previous customers from both the online and brick-and-mortar locations (physical stores) to request a product review.</p> <p>Due to unforeseen circumstances, the team had to push the live date of the website to April 2020. This was a big risk as this was the peak of COVID-19 and all of their brick-and-mortar locations had been closed. Their only source of income at that time was their online revenue.</p> <p>As a web analyst comment on the situation and suggest a suitable business strategy.</p>	15	CO3
Q10.	<p>“Enchanting Cuisines” is a food blog website that hosts content related to different national and international cuisines. Initially the blog was quite popular but is now plateauing at about 30,000 monthly unique visits. The content creation team is building links and publishing content on the same schedule as before but isn’t sure why they aren’t seeing more traffic and conversions.</p> <p>As a web analyst you are requested to help the business grow.</p>	15	CO3