



Name:

Enrolment No:

**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**

**End Semester Examination, May 2022**

**Course: Social and web analytics**

**Program: MBA (Digital Business)**

**Course Code: DSBA 7013**

**Semester: II**

**Time : 03 hrs.**

**Max. Marks: 100**

**Instructions:**

**SECTION A  
10Qx2M=20Marks**

S. No.		Marks	CO
Q1.	<p>1. What would you use to compare two date ranges in a report?</p> <p>A. Hourly, Day, Week, Month views in the time graph</p> <p>B. Real-time reports</p> <p>C. Date range comparison</p> <p>D. Account selector</p> <p>2. If a user watches a video with event tracking three times in a single session, Analytics will count how many Unique Events?</p> <p>a) 0</p> <p>b) 3</p> <p>c) 1</p> <p>d) 2</p> <p>3. In Google Analytics, what is the "Bounce Rate"?</p> <p>A. The number of times unique users returned to your website in a given time period</p> <p>B. The percentage of sessions in which a user exits from your homepage</p> <p>C. The percentage of total site exits</p> <p>D. The percentage of visits when a user landed on your website and exited without any interactions</p> <p>4. Which of the following metrics would most strongly suggest a poorly performing landing page?</p>	<b>10QX2=20</b>	<b>CO1</b>

- A. Bounce Rate > 90%
- B. % New Visits > 90%
- C. Session Duration > 5 minutes
- D. Bounce Rate < 90%
- E. None of these answers

5. In Google Analytics, what is a “dimension”?

- A. The total amount of revenue a business has made in a given date range.
- B. An attribute of a data set that can be organized for better analysis.
- C. A comparison of data between two date ranges.
- D. A report that offers information about your audience.

6. What is a “metric” in Google Analytics?

- a) A dimension that can help you analyze site performance.
- b) The dates in your date range.
- c) A segment of data separated out in a report for comparison.
- d) The numbers in a data set often paired with dimensions.

7. What report indicates the last page users viewed before leaving your website?

- a) Pages report
- b) All Pages report
- c) Landing Pages report
- d) Exit Pages report

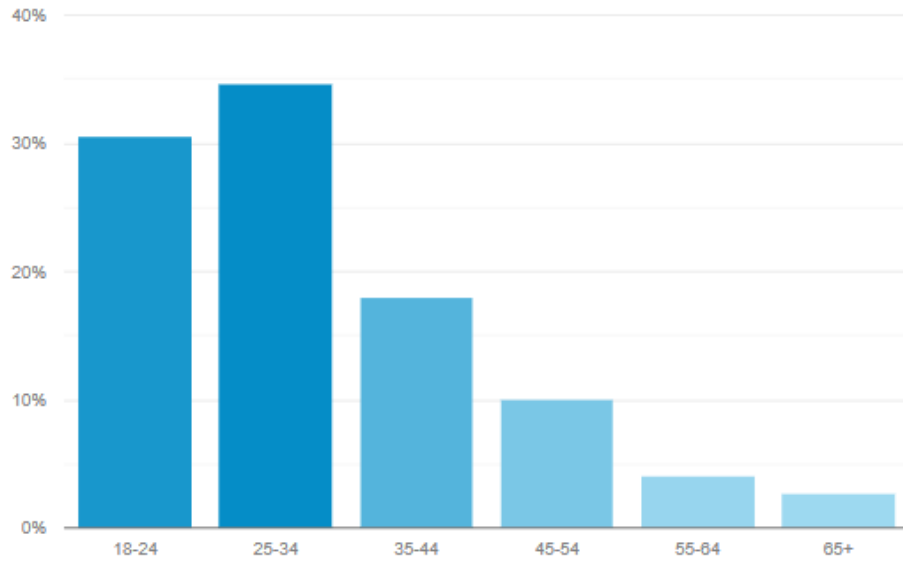
8. Which report can show you how well particular sections of your website content performed?

- A. Location report
- B. Content Drilldown report
- C. Frequency and Recency report
- D. Top Events report

	<p>9. if you define a Destination Goal for a newsletter sign-up, and a user completes the newsletter sign-up three times in three separate sessions, how many Goal conversions will Google Analytics count?</p> <p>a) 0 b) 1 c) 2 d) 3</p> <p>10. Which report should you use to check if users are exiting from important pages on your website?</p> <p>A. Landing Pages report B. All Pages report C. Exit Pages report D. Pages report under Events</p>		
<p><b>SECTION B</b> <b>4Qx5M= 20 Marks</b></p>			
Q2.	<p>Differentiate between the following:</p> <p>a) Landing page and exit page b) user and new user</p>		<b>CO2</b>
Q3.	Describe the purpose of conversion report used in the google analytics.		<b>CO2</b>
Q4.	Differentiate between landing page and bounce rate.		<b>CO2</b>
Q5.	Describe the three different types of sources of the referral medium in google analytics.		<b>CO2</b>
<p><b>SECTION-C</b> <b>3Qx10M=30 Marks</b></p>			
Q6.	Describe and interpret the various components of below report:		<b>CO2</b>

Age

39.68% of total users



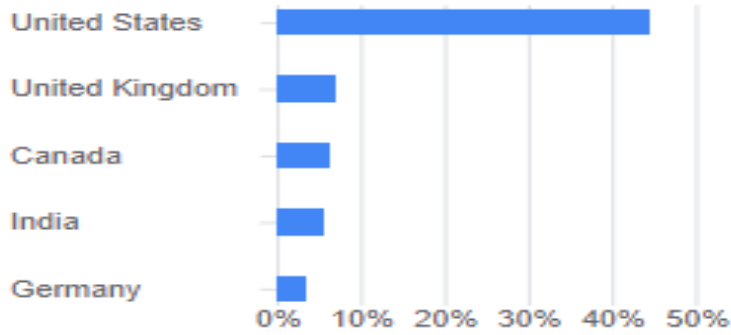
Q7.

Describe and interpret the report shown below:

**CO2**

## Where are your users?

### Sessions by country



Last 7 days ▾

[LOCATION OVERVIEW >](#)

Q8.

Write the interpretation of below report and suggest few recommendation to improve performance of website.

**CO2**

Acquisition			
	Users ↓	New Users ↓	Sessions ↓
	22,807	20,097	27,730
1 <span style="color: blue;">■</span> Direct	19,982	<div style="width: 80%; height: 15px; background-color: blue;"></div>	
2 <span style="color: green;">■</span> Paid Search	1,589	<div style="width: 5%; height: 15px; background-color: blue;"></div>	
3 <span style="color: orange;">■</span> Display	1,181	<div style="width: 3%; height: 15px; background-color: blue;"></div>	
4 <span style="color: yellow;">■</span> Affiliates	51	<div style="width: 0.2%; height: 15px; background-color: blue;"></div>	

To see all 4 Channels click [here](#).

**SECTION-D**  
**2Qx15M= 30 Marks**

Q9.	<p>Write the interpretation of the given Google analytics report:</p> <div style="border: 1px solid #ccc; padding: 10px; margin: 10px 0;"> <p>What pages do your users visit?</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Page</th> <th style="text-align: right;">Pageviews</th> <th style="text-align: right;">Page Value</th> </tr> </thead> <tbody> <tr> <td>/home</td> <td style="text-align: right;">16,408</td> <td style="text-align: right;">\$1.26</td> </tr> <tr> <td>/basket.html</td> <td style="text-align: right;">13,890</td> <td style="text-align: right;">\$11.08</td> </tr> <tr> <td>/google+redesign/ac...inosaur+collectible</td> <td style="text-align: right;">8,445</td> <td style="text-align: right;">\$0.34</td> </tr> <tr> <td>/store.html</td> <td style="text-align: right;">6,487</td> <td style="text-align: right;">\$11.69</td> </tr> <tr> <td>/google+redesign/lif...ark+mode+collectible</td> <td style="text-align: right;">5,573</td> <td style="text-align: right;">\$0.37</td> </tr> <tr> <td>/google+redesign/apparel/mens</td> <td style="text-align: right;">5,204</td> <td style="text-align: right;">\$6.75</td> </tr> <tr> <td>/signin.html</td> <td style="text-align: right;">3,812</td> <td style="text-align: right;">\$15.88</td> </tr> </tbody> </table> </div>	Page	Pageviews	Page Value	/home	16,408	\$1.26	/basket.html	13,890	\$11.08	/google+redesign/ac...inosaur+collectible	8,445	\$0.34	/store.html	6,487	\$11.69	/google+redesign/lif...ark+mode+collectible	5,573	\$0.37	/google+redesign/apparel/mens	5,204	\$6.75	/signin.html	3,812	\$15.88		<b>CO3</b>
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Q10.	Describe different types of conversion report. Discuss the important dimensions or metrics to be consider while evaluating them.		<b>CO3</b>																								