Name: Enrolment No:		

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

Course: Social & Web Analytics   Semester: IV
Program: MBA BA   Time   : 03 hrs.
Course Code: DSBA 8009   Max. Marks: 100

Instructions:

<div align="center">

SECTION A
10Qx2M=20Marks

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S. No.		Marks	CO

Q1.	1. Metrics cannot be paired with dimensions of the same scope?
	
	  a) False
	  b) True
	
	2. To find your Analytics tracking code, which sequence of steps should you follow?
	
	  a) "Admin" tab > "Tracking Code" > "Tracking Info"
	  b) "Admin" tab > "Tracking Info" > "Tracking Code"
	  c) "Reporting" tab > "Audience Reports" > "Tracking Code"
	  d) "Audience Reports" > "Settings" > "Tracking Code"
	
	3. Which of these does Google Analytics use to distinguish new and returning users?
	
	  a) All Traffic
	  b) Behavior
	  c) Demographics
	  d) Geo
	
	4. What would you use to compare two date ranges in a report?
	
	  A. Hourly, Day, Week, Month views in the time graph
	  B. Real-time reports
	  C. Date range comparison
		10QX2=20	**CO1**

D. Account selector

5. Filters let you include, exclude, or modify the data you collect in a view.

a) True
b) False

6. What feature would be used to collect how many times users downloaded a product catalog?

a) Event Tracking
b) Custom Dimension
c) Calculated Metrics
d) Custom Report

7. When does the Analytics tracking code send a pageview hit to Google Analytics?

a) Every time a user loads a webpage with embedded tracking code
b) Every time a user adds an item to an online shopping cart
c) Every time a user clicks a video on a website
d) Every time a user searches on a website

8. What does the "Users" metric measure?

A. The total number of visits to your website
B. Users that had at least one session on your site in the given date range
C. Users that landed on the homepage of your website
D. Users who have signed up to an email newsletter on your website
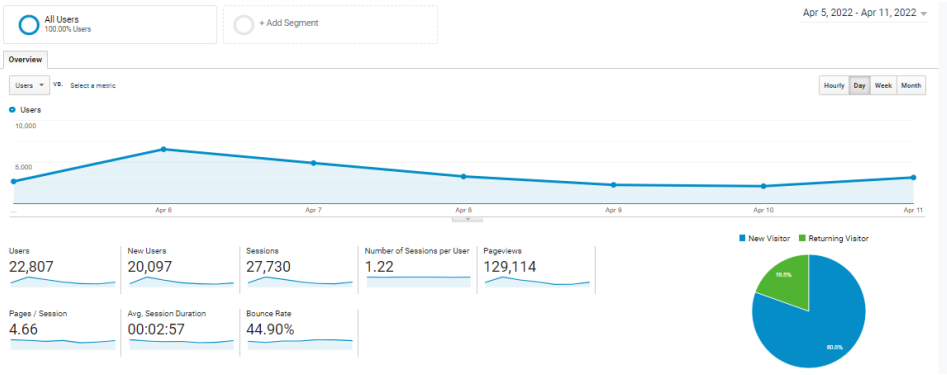
9. In Google Analytics, what is the "Bounce Rate"?

A. The number of times unique users returned to your website in a given time period
B. The percentage of sessions in which a user exits from your homepage
C. The percentage of total site exits
D. The percentage of visits when a user landed on your website and

exited without any interactions

10. In Google Analytics, what is a "metric"?

    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.

SECTION B
4Qx5M= 20 Marks

Q2.	Differentiate between the following: a) CPC and organic medium b) Pages / Visit and bounce rate		CO2
Q3.	Describe the purpose of Goal Funnel used in the google analytics.		CO2
Q4.	Differentiate between landing page and exit page.		CO2
Q5.	Describe the three different types of goals used in google analytics.		CO2

SECTION-C
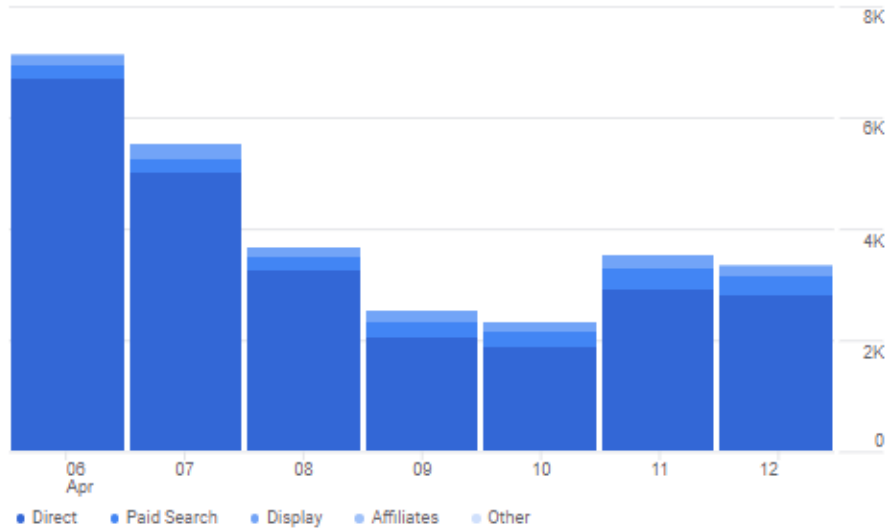### 3Qx10M=30 Marks

Q6.	Describe and interpret the various components of audience report shown below:		CO2

Q7.	Describe and interpret the report shown below:		CO2

How do you acquire users?

Traffic Channel   Source / Medium   Referrals

(Chart legend: Direct, Paid Search, Display, Affiliates, Other)

Q8.	Write the interpretation of below report and suggest few recommendation to improve performance of website.		**CO2**

Browser	Acquisition			Behavior
	Users	New Users	Sessions	Bounce Rate
	22,807 % of Total: 100.00% (22,807)	20,119 % of Total: 100.11% (20,097)	27,730 % of Total: 100.00% (27,730)	44.90% Avg for View: 44.90% (0.00%)
1. Chrome	17,349 (76.62%)	14,993 (74.52%)	21,495 (77.52%)	42.87%
2. Safari	3,580 (15.81%)	3,493 (17.36%)	4,301 (15.51%)	51.78%
3. Edge	671 (2.96%)	629 (3.13%)	773 (2.79%)	51.75%
4. Firefox	475 (2.10%)	457 (2.27%)	541 (1.95%)	43.81%
5. Android Webview	196 (0.87%)	193 (0.96%)	201 (0.72%)	77.61%

SECTION-D
2Qx15M= 30 Marks

Q9.	Write the interpretation of the given Google analytics report:		**CO3**

	Source / Medium	Acquisition			Behavior
		Users ↓	New Users	Sessions	Boun
		22,807 % of Total: 100.00% (22,807)	20,119 % of Total: 100.11% (20,097)	27,730 % of Total: 100.00% (27,730)	44 Avg
☐	1. (direct) / (none)	19,982 (87.63%)	17,572 (87.34%)	24,517 (88.41%)	
☐	2. google / cpc	2,769 (12.14%)	2,509 (12.47%)	3,150 (11.36%)	
☐	3. Partners / affiliate	51 (0.22%)	37 (0.18%)	62 (0.22%)	
☐	4. (not set) / cpc	1 (0.00%)	1 (0.00%)	1 (0.00%)	

Q10.	Describe different types of traffic medium and sources. Discuss the important dimensions or metrics to be consider while evaluating them.		CO3