

Name:	
Enrolment No:	

UPES
End Semester Examination, May 2024

Course: Social, Web and Mobile Analytics **Semester: VI**
Program: B.Tech CSE – Business Analytics and Optimization
Time : 03 hrs.
Course Code: CSBA3011 **Max. Marks: 100**

Instructions:

SECTION A
(5Qx4M=20Marks)

S. No.	Write short notes on the following [30-40 words]	Marks	CO
Q1	Identify and explain three key advantages of social media analytics.	4	CO1
Q2	Define the terms: Page view, Bounce rate, Visitor loyalty, Trend analysis	4	CO1
Q3	Identify challenges in social media data collection.	4	CO2
Q4	Differentiate between open source and licensed platform.	4	CO3
Q5	Draw the basic architecture of mobile cloud computing.	4	CO2

SECTION B
(4Qx10M= 40 Marks)
All questions are compulsory. Q9 has internal option [100-150 words]

		Marks	CO
Q6	Provide example of successful web analytics initiatives and analyze their impact on customer experiences and brand perception.	10	CO3
Q7	Compare between Google analytics and IBM social media analysis using one use case.	10	CO3
Q8	Explain three different user behavior of web users and how they help in the drive of web analytics.	10	CO2
Q9	Identify and explain the different categories of mobile computing technology. <div style="text-align: center;">OR,</div> Identify and explain the different metrics of email marketing.	10	CO3

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SECTION-C
(2Qx20M=40 Marks)

Q10 is compulsory and choose any 1 question from Q11 [200+ words]

		Marks	CO
Q10	Define the metrics for behavior analysis for optimizing user onboarding for a mobile application. Also explain deeper behavior analysis of mobile analytics.	20	CO4
Q11	Compare web analytics, social media analytics and mobile analytics with the use case of a company launching a new product. OR, Identify and explain the different categories of mobile analytics with the use case of a company launching a new product.	20	CO4