

SET I

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| Name: |  |
| Enrolment No: | |

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, May 2019

Course: Social and Web Analytics
Program: MBA(BA)
Course code: DSBA 8009
Instructions:

Semester: II
Time: 03 Hours
Max. Marks: 100

SECTION A

| | | Marks | CO |
|------------|--|----------------------|------------|
| Q 1 | Select appropriate option from the following: | (20 x 2 = 40) | |
| | <p>1. What setting must you enable to see data in Demographics and Interests Reports?</p> <p>a) Content Grouping</p> <p>b) Advertising features</p> <p>c) User permissions on the view</p> <p>d) In-Page Analytics</p> <p>2. Which report would best help you identify potential browser issues with your website traffic?</p> <p>a) The Active Users report</p> <p>b) The New vs Returning report</p> <p>c) The Browser & OS report</p> <p>d) The Source/Medium report</p> <p>3. How could you discover whether users were viewing your website on mobile devices?</p> <p>a) The Exit Pages report under “Site Content”</p> <p>b) The Landing Page report under “Site Content”</p> <p>c) The Engagement report under “Behavior”</p> | | CO2 |

d) The Devices report under “Mobile”

4. For each user who comes to your site, Google Analytics automatically captures which of the following Traffic Source dimensions?

- a) Campaign and Keyword
- b) Keyword and Ad Content
- c) Source and Medium
- d) All of the above

5. Which of the following is a “source” in Google Analytics?

(select all answers that apply)

- a) googlemerchandisestore.com
- b) (direct)
- c) Google
- d) Email

6. Which of the following is a “medium” in Google Analytics?

(select all answers that apply)

- a) Organic
- b) CPC
- c) Referral
- d) mail.google.com

7. Which of these are channels available in the default Channels report?

(select all answers that apply)

- a) Organic Search
- b) Direct
- c) Display

d) Device

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

9. Which report lists the pages of your website where users first arrived?

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

10. Which report should you use to check if users are exiting from important pages on your website?

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

11. What are the three different campaign tags that Google Analytics requires for accurate campaign tracking?

- a) Medium, Source, and Content
- b) Medium, Source, and Campaign
- c) Campaign, Content, and Term
- d) Source, Content, and Term

12. Which of the following is NOT a standard Google Analytics campaign parameter?

- a) utm_adgroup
- b) utm_source
- c) utm_medium
- d) utm_content

13. If you would like to quickly generate campaign tags for tracking, what tool should you use?

- a) The Measurement Protocol
- b) The Segment Builder
- c) The URL Builder
- d) The Goal Selector

14. Which of the following is the correct format for a custom campaign parameter added to a URL?

(select all answers that apply)

- a) www.googlemerchandisestore.com/?utm_campaign=fallsale
- b) www.googlemerchandisestore.com/?utm_campaign=fallsale
- c) www.googlemerchandisestore.com/?utm_campaign=fall_sale
- d) www.googlemerchandisestore.com/?utm_campaign = fall sale

15. Which of the following are examples of Goals in Google Analytics?

(select all answers that apply)

- a) Making a purchase
- b) Signing up for a newsletter
- c) Completing a successful Google search

d) Submitting a contact information form

16. When you create a Goal in Google Analytics, you must set up a funnel visualization.

a) True

b) False

17. If the Google Merchandise Store sets up a URL goal of “/thankyou” and a Match Type of “Begins with”, which of the following pages on www.googlemerchandisestore.com will count as goals?

a) /thankyou.html

b) /thankyou.php

c) /thankyou/receipt.php

d) All of the above

18. AdWords lets users advertise on which properties?

(select all answers that apply)

a) Google Search

b) Google Display Network

c) DoubleClick Campaign Manager

d) Google AdSense

19. Auto-tagging is the process in which AdWords can automatically tag your AdWords URLs.

a) True

b) False

20. Which of the following AdWords reports in Google Analytics should you use to investigate optimizing conversions by modifying bidding based on users' location?

| | | | |
|------------------|---|---------------------|------------|
| | <ul style="list-style-type: none"> a) Campaigns b) Keywords c) Bid Adjustments d) Destination URLs | | |
| SECTION B | | | |
| Q2. | Describe the process of collecting web data for analytics. | 5 | CO2 |
| Q3. | Describe the relationship between account, property and view. | 5 | CO2 |
| Q4. | Differentiate between Bounce rate and Conversion rate. | 5 | CO2 |
| Q5. | Defining “digital analytics” and explain why it’s important. | 5 | CO1 |
| Q6. | Describe traffic medium and its various types. | 5 | CO2 |
| Q7. | Differentiate between the following: <ul style="list-style-type: none"> a) New versus Returning user b) Dimension and Metric | 5 | CO2 |
| SECTION-C | | | |
| Q8. | Describe following types of reports used in Google analytics: <ul style="list-style-type: none"> a) Audience report b) Acquisition report c) Behavior report | 3X10= 30 | CO2 |
| | | | |

SET II

| | |
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| Q 1 | Select appropriate option from the following: | (20 x 2 = 40) | |
| | <p>1. What are the three different campaign tags that Google Analytics requires for accurate campaign tracking?</p> <ul style="list-style-type: none"> a. Medium, Source, and Content b. Medium, Source, and Campaign c. Campaign, Content, and Term d. Source, Content, and Term <p>2. Which of the following is NOT a standard Google Analytics campaign parameter?</p> <ul style="list-style-type: none"> a. utm_adgroup b. utm_source c. utm_medium d. utm_content <p>3. If you would like to quickly generate campaign tags for tracking, what tool should you use?</p> <ul style="list-style-type: none"> a. The Measurement Protocol b. The Segment Builder | | CO2 |

c. The URL Builder

d. The Goal Selector

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b. www.googlemerchandisestore.com/?utm_campaign=fallsale

c. www.googlemerchandisestore.com/?utm_campaign=fall_sale

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- b. Direct
- c. Display
- d. Device

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

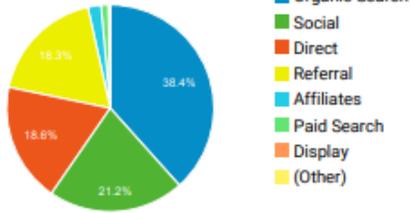
- a. Location report
- b. Content Drilldown report
- c. Frequency and Recency report
- d. Top Events report

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| | <p>20. Which report should you use to check if users are exiting from important pages on your website?</p> <ul style="list-style-type: none"> a. Landing Pages report b. All Pages report c. Exit Pages report d. Pages report under Events | | |
| SECTION B | | | |
| Q2. | Differentiate between Business goals and Google Analytics Goals. | 5 | CO2 |
| Q3. | Describe three different campaign tags that help to identify specific information about the campaign traffic. | 5 | CO2 |
| Q4. | Differentiate between New versus Returning user. | 5 | CO2 |
| Q5. | Describe traffic medium and its various types. | 5 | CO2 |
| | | | |
| | | | |
| SECTION-C | | | |
| Q6. | Write the interpretation of the given Google analytics report: | 10 | CO3 |

Top Channels



Users



Conversions



| | Acquisition | | | Behavior | | | Conversions | |
|------------------|-------------|-------------|------------|---------------|-------------------|-------------------------|-----------------------------|---------------|
| | Users ↓ | New Users ↓ | Sessions ↓ | Bounce Rate ↓ | Pages / Session ↓ | Avg. Session Duration ↓ | Ecommerce Conversion Rate ↓ | Transactio... |
| | 20,250 | 16,722 | 24,445 | 43.38% | 4.22 | 00:02:25 | 3.86% | 943 |
| 1 Organic Search | 7,884 | | | 47.97% | | | 1.17% | |
| 2 Social | 4,363 | | | 55.55% | | | 0.32% | |
| 3 Direct | 3,830 | | | 42.61% | | | 7.26% | |
| 4 Referral | 3,755 | | | 22.47% | | | 9.14% | |
| 5 Affiliates | 419 | | | 52.12% | | | 0.00% | |
| 6 Paid Search | 231 | | | 66.10% | | | 2.40% | |
| 7 Display | 65 | | | 85.71% | | | 2.60% | |

Q7.

Describe the purpose for which following reports used in Google analytics:

- d) Audience overview report
- e) Real -Time report
- f) Conversions report

3X10=30

CO2