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

Course: **Social** and Web **Analytics**   Code: **BBCL145**   **Semester: VI**
Programme: BBA –Digital Marketing /E-Business   Time: **03 hrs.**
Max. Marks: 100   **Instructions:**

SECTION A

S. No.		**Marks**	**CO**
Q 1	Cookies are? a) Java Script Code b) Text File c) HTML Code d) CSS	**1**	**CO1**
Q 2	Which of the following information isn't received in Analytics? a) Location of user b) Device of the user c) Name of the user d) Age of the User	**1**	**CO1**
Q 3	Pick the odd one out: a) Non mutual Exclusive Data b) Metrics c) OR Gate d) Dimension	**1**	**CO1**
Q 4	What is the limitation of cookie? a) 4KB in Size b) 20 in volume c) Both of these d) Anyone of these	**1**	**CO1**
Q 5	What of the following in not a use of Analytics? a) Understanding what is working and not working b) Measuring ROI c) Predicting Performance d) Running ads on Websites	**1**	**CO1**
Q 6	Which tool is used to create a tracking URL? a) Google URL Shortner b) Google URL Builder c) Google Page Speed Sight d) Google Analytics	**1**	**CO1**
Q 7	Which of the following social media doesn't use a business page? a) Instagram b) Facebook c) Twitter d) LinkedIn	**1**	**CO1**

Q 8	Which of the following Social Media gives me the performance details of competitor?
	    a) Instagram
	    b) Facebook
	    c) Twitter
	    d) LinkedIn
		1	CO1

Q 9	How in Analytics we cannot measure revenue?
	    a) By connecting AdWords
	    b) By assigning Goals
	    c) By using conversion tracking code
	    d) By assigning value to a conversion
		1	CO1

Q 10	Entrepreneurial companies are mostly _____?
	    a) Less Analytical, Low Intuition
	    b) Less Analytical, High Intuition
	    c) High Analytical, Low Intuition
	    d) High Analytical, High Intuition
		1	CO1

Q 11	UTM Stands for?	1	CO1
Q 12	Maximum size of a Cookie on a device is?	1	CO1
Q 13	UA is the acronym for?	1	CO1
Q 14	Google Analytics code is _____ in nature.	1	CO1
Q 15	How much time Google Analytics take to start capturing the data?	1	CO1
Q 16	Visits are also known as?	1	CO1
Q 17	Number of users can be greater than number of visits. True or False?	1	CO1
Q 18	Name a tool to do analytics apart from GA.	1	CO1
Q 19	A better analyst is someone who can _____ the data better.	1	CO1
Q 20	Impression >= Reach in Social Media. True or False.	1	CO1
SECTION B			
Q 1	Explain: **UA-12345-1**	5	CO2
Q 2	Define Accounts, Properties and Views, what are the differences?	5	CO2
Q 3	Is high Bounce rate bad? Justify your answer by defining Bounce Rate.	5	CO2
Q 4	What are Strategies and Tactics in Web Analytics?	5	CO2
SECTION-C			
Q 1	Explain the collection process in detail?	15	CO2

Q 2	A website session starts at 11:45pm and browsed continuously for 35 minutes, after that the situation is idle for next 20 minutes and again the browsing activity starts and get terminated at 1:30am.
	
	 Based on the above scenario explain the following:
	   a. What are sessions?
	   b. How a session is counted, what are the conditions of a session to terminate.
	   c. According to the above scenario, count the total number of session and explanation for the same.
		15	CO3

SECTION-D			

| Q 1 | What can we do with the analytics data, Explain?

Also, give explanation for Goals and Filters, why do we need it?
Hence, explain different types of Goals and Filters available within Google Analytics with appropriate examples. | **30** | **CO4** |

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SECTION A

S. No.		Marks	CO
Q 1	Entrepreneurial companies are mostly _____? a) Less Analytical, Low Intuition b) Less Analytical, High Intuition c) High Analytical, Low Intuition d) High Analytical, High Intuition	1	CO1
Q 2	Which of the following makes an Analyst better? a) Reporting b) Processing c) Configuration d) Collection	1	CO1
Q 3	Pick the odd one out: a) Non mutual Exclusive Data b) Metrics c) OR Gate d) Dimension	1	CO1
Q 4	Which of the following information isn't received in Analytics? a) Location of user b) Device of the user c) Name of the user d) Age of the User	1	CO1
Q 5	Which of the following does not hold true? a) Closing the browser ends the session b) Staying Inactive for 30 minutes ends the session c) 23:59:59 ends the Session d) Refreshing the Website ends the session	1	CO1
Q 6	Which of the following is not a Goal? a) Destination b) Duration c) Event d) Users	1	CO1
Q 7	Why GA code doesn't affect other codes in a website? a) Very small piece of code b) Asynchronous in nature c) Very small task to be performed d) None of these	1	CO1

Q 8	What is the limitation of cookie?
	    a) 4KB in Size
	    b) 20 in volume
	    c) Both of these
	    d) Anyone of these
		1	**CO1**

Q 9	What of the following in not a use of Analytics?
	    a) Understanding what is working and not working
	    b) Measuring ROI
	    c) Predicting Performance
	    d) Running ads on Websites
		1	**CO1**

Q 10	In UA-66456686-1, 66456686 represents?
	    a) Property
	    b) Account
	    c) View
	    d) Goal
		1	**CO1**

Q 11	UTM Stands for?	**1**	**CO1**
Q 12	One of the Goal type is?	**1**	**CO1**
Q 13	UA is the acronym for?	**1**	**CO1**
Q 14	Google Analytics code is _____ in nature.	**1**	**CO1**
Q 15	Google Analytics can be implemented in how much time?	**1**	**CO1**
Q 16	The one thing I cannot control in web analytics is?	**1**	**CO1**
Q 17	Bounce rate is calculated only when _____?	**1**	**CO1**
Q 18	KPI stands for?	**1**	**CO1**
Q 19	High Impression and Low CTR hints me to improve ____?	**1**	**CO1**
Q 20	Impression >= Reach in Social Media. True or False.	**1**	**CO1**

SECTION B

Q 1	What are Accounts, Properties and Views? Hence Explain: **UA-12345-2**.	**5**	**CO2**
Q 2	Define Dimensions & Metrics.	**5**	**CO2**
Q 3	What is a Filter? How it can be applied on a view.	**5**	**CO2**
Q 4	What are Strategies and Tactics in Web Analytics?	**5**	**CO2**

SECTION-C

Q 1	How Google Analytics works? Explain the Collection process in detail using diagram.	**15**	**CO3**
Q 2	Explain the following terms: a) User b) Session c) Cookie d) Avg. Session Duration e) Page View f) Traffic g) Bounce Rate h) Landing Page	**15**	**CO3**

SECTION-D

Q 1	What is Web and Social Analytics? Why it is required?
	
	  Explain the Collection, Configuration and Reporting process in Web Analytics.
	  What can we do with Analytics data? Explain in Detail with Examples.
		30	**CO4**