

Name:	 UPES UNIVERSITY WITH A PURPOSE
Enrolment No:	

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

Course: Web Social Analytics	Semester: VII
Program: B.Tech. (CSE+BAO)	Time : 03 hrs.
Course Code: CSIB477	Max. Marks: 100

Instructions: Attempt all questions, however internal choice is mentioned in Question 9 & 11.

SECTION A

S. No.		Marks	CO
Q 1	Web analytics and social analytics go hand in hand. Illustrate.	4	CO1
Q 2	Explain “Usability Test” in context to social analytics. Explain its four stages along with the challenges that come along with them.	4	CO2
Q 3	Interpret how sentiment analysis differs from trend analysis. Give examples.	4	CO3
Q 4	“The true profile is a solution that offers a contemporary understanding of customers by managing data from interactions across multiple channels”. Explain.	4	CO5
Q 5	Critically analyze “Competitive Intelligence Analysis”.	4	CO4

SECTION B

Q 6	“Data mashup from disparate sources creates new opportunities”. Elaborate and mention main characteristics and types of data mashups.	10	CO5
Q 7	Justify the statement “Content creation is defined as the contribution of information to the social media for users or audience in specific contexts”. Define social media content creation process.	10	CO4, CO2
Q 8	Define a Key Performance Indicator (KPI)? How is it difference from a metric? State KPI’s goals and Targets.	10	CO3
Q 9	Discuss Online surveys in context with social analytics. Explain Page-level and Site-level surveys.	10	CO2
OR			
	State the characteristics of people centric approach in social media data collection.		

SECTION-C

Q 10	<p>SOMBURG is a luxury line of hotels having 60 distinctive hotels across the world. The company generates a lot buzz on social media channels especially twitter. Generating buzz is one thing and measuring the effectiveness of the buzz is other The company decided to track the quality of traffic from Twitter. Discuss and compose your approach to achieve the following objectives :</p> <p>a) How SOMBURG can track the quality of traffic from twitter?</p>	10+10	CO1, CO3
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