


Name:			
Enrolment No:			
<b>UNIVERSITY OF PETROLEUM AND ENERGY STUDIES</b> <b>End Semester Examination, December 2019</b>			
Course: <b>Web and Social Analytics</b>		Semester: <b>V</b>	
Program: <b>BBA – E Business</b>		Time: <b>03 Hours</b>	
Course code: <b>DSBA2002</b>		Max. Marks: <b>100</b>	
<b>Instructions:</b>			
<b>SECTION A</b>		<b>( 20 Marks)</b>	
		<b>Marks</b>	<b>CO</b>
Q1	The thing an analyst can't control in web analytics is?	<b>02</b>	<b>CO1</b>
Q2	What makes an analyst better?	<b>02</b>	<b>CO2</b>
Q3	KPI stands for?	<b>02</b>	<b>CO4</b>
Q4	The count of traffic of a website is calculated using which metrics?	<b>02</b>	<b>CO3</b>
Q5	The analytics code in Twitter and LinkedIn is known as?	<b>02</b>	<b>CO5</b>
Q6	Global data/ universal data is also known as?	<b>02</b>	<b>CO2</b>
Q7	The tracking module was developed by a person named ____?	<b>02</b>	<b>CO4</b>
Q8	CTR is also termed as ____?	<b>02</b>	<b>CO4</b>
Q9	The total traffic is calculated using which metrics?	<b>02</b>	<b>CO1</b>
Q10	Name Facebook tool to measure data for analytics.	<b>02</b>	<b>CO6</b>
<b>SECTION B</b>		<b>( 20 Marks)</b>	
Q1	What is Attribution Model. Explain all six.	<b>05</b>	<b>CO4</b>
Q2	Which data are important from a social media stand point?	<b>05</b>	<b>CO5</b>
Q3	Create all events in web analytics and explain the same.	<b>05</b>	<b>CO3</b>
Q4	How Social Analytics helps for personal and professional growth?	<b>05</b>	<b>CO6</b>
<b>SECTION-C</b>		<b>( 30 Marks)</b>	
Q1	Explain "Collection" Process in detail.	<b>10</b>	<b>CO2</b>
Q2	How an "Event", works in Facebook environment for a business website?	<b>10</b>	<b>CO6</b>
Q3	What are Accounts, Properties and Views? Hence Explain: UA-12345-2.	<b>10</b>	<b>CO3</b>
<b>SECTION-D</b>		<b>( 30 Marks)</b>	
Q1	What can we do with the analytics data, Explain? Also, give explanation for Goals and Filters, why do we need it?	<b>30</b>	<b>CO6</b>

	Hence, explain different types of Goals and Filters available within Google Analytics with appropriate examples.		
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