

Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Term Examination, May 2021

Course: Mobile Analytics
Program: B.Tech. CSE-MAD
Course Code: CSBA 4007

Semester: VI
Time 03 hrs.
Max. Marks:100

Instructions: Attempt all the questions.
In section A, select the correct answer/answers.

SECTION A

S. No.		Marks	CO
Q 1	Which of the following options are attributes of Mobile cloud Computing? a. Gateway to the wireless network b. External data storage space c. Access point name of data connection d. Tunneling protocol	5	CO1
Q 2	Irrelevant landing pages can increase the value of _____. a. Page View b. Depth of View c. Bounce Rate d. %Exit	5	CO2
Q 3	Screen density is measured in -----. a) Meters b) inch c) dpi d) centimeter	5	CO1
Q 4	The length of time a user spends on a website in a single visit is called as _____. a. Bandwidth b. Transaction c. Session d. Duration	5	CO4
Q 5	What are the consequences of improper email formats? a. Higher CTR b. Email deletion c. Lower cost d. Email unsubscription	5	CO1
Q 6	Ratio between unique clicks and unique opens is known as _____. a. Open rate b. Bounce rate	5	CO3

	c. CTR (Click-through rate) d. CTO(Click-to-open rate)		
SECTION B			
Q 7	Draw and explain the mobile cloud computing architecture. Discuss the advantages of mobile cloud computing.	10	CO1
Q 8	Discuss the metrics for behavior analysis in the customer experience management process.	10	CO2
Q 9	Write a short note on mobile operator analysis.	10	CO2
Q 10	How the email marketing tools are helpful in capturing user behavior.	10	CO3
Q 11	Discuss the process of cold emailing with suitable example.	10	CO3
SECTION-C			
Q 12	Discuss the following terms with suitable example: a. Click Heat Maps b. Form field analytics c. Link analytics d. Attention Maps	20	CO4
	Or		
Q 12	Draw and explain the mobile app reporting architecture.	20	CO4