UNIVERSITY OF PETROLEUM AND ENERGY STUDIES, DEHRADUN
Online End Semester Examination, May 2021

Course: Web Social Analytics **Semester: VIII**

Program: B.Tech (CSE- ECRA) **Time: 03 hrs**

Course Code: CSBA4002 **Max. Marks: 100**

Section A
1. **Each question will carry 5 marks**
2. **Instruction: Complete the statement / Select the correct answer(s)**

S. No.	Question	CO
Q1	What is the difference between Bounce Rate and Conversion Rate.	CO1
Q2	What is the use of social media enablement audit?(Only in the points)	CO2
Q3	What do you understand by "Hot word analysis"? (Only in the points)	CO3
Q4	Specify the types of Facebook advertising. (Only in the points)	CO4
Q5	Provide any **three** differences among Web 1.0, Web 2.0 and Web 3.0 with respect to their application.	CO2
Q6	Mention the three open source and two-licensed platform of web analytics.	CO1

SECTION B
1. Each question will carry 10 marks
2. Instruction: Write short / brief notes

Q7	What are key performance indicators? Discuss various Visibility KPIs, interaction KPIs and transactional KPIs.	CO3
Q8	Differentiate between the following terms. a) Off-site Web analytics Vs On-site Web analytics b) Social Listing Vs Social Monitoring	CO4
Q9	What all are the parameters by which you are going to measure the impact of social media on Business? How social media is impacting business strategy of some company. Explain with respect to some real scenario.	CO3
Q10	Discuss Online surveys in context with social analytics. Explain Page-level and Site-level surveys.	CO1
Q11	Taj is a brand having 80 distinctive Outlets across the world. The company generates a lot buzz on social media channels especially Twitter and Instagram. 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 : a) How Taj can track the quality of traffic from twitter?	CO2

	b) Can make sure that the aggregation of source is accurate? Explain.	
	OR	
	Which are the different sources of data collection for social and web analytics? What are the different challenges faced when integrating data from different data source? How is it handled?	

SECTION C

1. Each Question carries 20 Marks.
2. Instruction: Write long answer.
3. Attempt any one question.

Q12	Design and discuss the social media analytics process to identify impact of a newly released mobile application in the Google play store. Make assumptions wherever required.	CO5
	OR	
	Design a smart methodology for the above scenario and identify the social business objectives.	