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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

**Summer Term End Term Examinations, August 2024**

**Winter Semester**: 2023 - 24

**Course Code**: MGI265

**Course Name**: Web Analytics

**Program & Sem**: BBA – Digital Marketing

**Date**: 06/ August / 2024

**Time**: 09:30am to 12:30pm

**Max Marks**: 100

**Weightage**: 50%

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Question paper consists of three parts.*
3. *Scientific and Non Programable Calculators are Permitted.*
4. *Do not write any information on the question paper other than roll number.*

**Part A**

**Answer any FIVE Questions. (5 Q x 2 M = 10 M)**

1. Explain the importance of Web Analytics to an organization. (C.O.No.1) [Knowledge]

2. What is Bounce Rate? (C.O.No.2) [Knowledge]

3. What is Conversion Rate? (C.O.No.3) [Comprehension]

4. Write notes on Organic Traffic. (C.O.No.4) [Application]

5. Explain the importance of Social Media Analytics. (C.O.No.5) [Knowledge]

6. Write notes on KPIs (C.O.No.1) [Knowledge]

7. What are Ad Words? (C.O.No.2) [Knowledge]

**Part B**

**Answer any FIVE Questions. (5 Q x 10 M = 50 M)**

8. How can the choice of data collection methods in web analytics influence the accuracy and

reliability of the insights derived from the analytics process, and what are the potential trade-offs

between different methods? (C.O.No.1) [Knowledge]

9. In the context of web analytics, how can organizations balance the need for comprehensive

KPIs with the risk of data overload, and what strategies can be implemented to ensure that KPIs

remain aligned with business goals over time? (C.O.No.1) [Knowledge]

10. How can businesses effectively differentiate between metrics such as page views, visits, and

unique visitors to gain meaningful insights into user behavior, and what strategies should they

employ to use these insights for optimizing both e-commerce and non-e-commerce websites? (C.O.No.2) [Knowledge]

11. In what ways can real-time reports and custom campaigns be leveraged to dynamically adjust

marketing strategies and improve website performance, and how can businesses ensure that

these reports accurately reflect user engagement and traffic sources to drive informed decision-

making? (C.O.No.2) [Knowledge]

12. How can the integration of customer analytics and product analytics tools provide a holistic

view of the user journey, and what challenges might businesses face in aligning insights from

these tools to drive product improvements and enhance customer satisfaction?

(C.O.No.3) [Comprehension]

13. How can businesses balance the need for detailed audience, acquisition, behavior, and

conversion analysis in Google Analytics with the growing concerns and regulations around

user privacy, and what strategies can be employed to ensure ethical and compliant data usage

while still gaining valuable insights? (C.O.No.4) [Application]

14. How can businesses effectively integrate social media audience analytics with e-commerce

analytics techniques like product recommendations and demand forecasting to create a

seamless and personalized customer experience across all digital touchpoints, and what are

the potential challenges and benefits of such integration? (C.O.No.5) [Knowledge]

**Part C**

**Answer any TWO Questions. (2 Q x 20 M = 40 M)**

15. An e-commerce company, "TrendShop," experienced stagnant growth and sought to enhance its online

sales. The company decided to leverage web analytics to understand user behavior, optimize its

website, and ultimately increase conversions.

**Web Analytics Process & Data Collection Methods**

**Objective:** Improve user experience and increase conversion rates.

1. **Data Collection:**
   * **Method:** TrendShop used a combination of cookies, web beacons, and log files to collect data on user interactions. They implemented Google Analytics for tracking page views, session duration, bounce rates, and other essential metrics.
   * **Implementation:** Custom tracking codes were placed on key pages (product pages, checkout pages, etc.) to capture detailed user behavior.
   * **Challenges:** The team had to ensure compliance with GDPR and other privacy regulations, necessitating clear user consent mechanisms.
2. **Analysis:**
   * **Initial Findings:** Analysis revealed high bounce rates on product pages and a significant drop-off during the checkout process. Heatmaps showed users struggled with navigation and product search.

i) Suggest some measures how company can overcome the above challenges?

ii) Suggest some measures how company can reduce bounce rate? (C.O.No.1) [Knowledge]

16 A retail company, "Fashion Forward," aimed to enhance its online presence and drive more sales through its website. They focused on understanding user behavior through common web analytics metrics and optimizing their marketing strategies, including their AdWords campaigns. The objective is to gain meaningful insights from web analytics metrics to improve website performance.

To Track the metrics the company applied **Hits, Page Views, Visits, and Unique Visitors** and company deployed Tools like Google Analytics. It is observed that the site had a high number of hits and page views, but relatively low unique visitors and visits, indicating frequent return visits or bot traffic and in Unique Page Views and Bounce Rates it is found out that theCertain product pages had high unique page views but also high bounce rates, suggesting interest but poor user experience or irrelevant content. The users spent more time on certain product categories, indicating higher engagement and potential areas for cross-selling.

1. Suggest some measures how to overcome the above said issues and
2. How can company optimize the website performance there by increasing customer engagement and quick conversion rates? (C.O.No.2) [Knowledge]

17. An online retail company, "StyleHub," wanted to create a more personalized and seamless shopping

experience for its customers by integrating social media audience analytics with e-commerce analytics

techniques. The goal was to leverage insights from social media to drive product recommendations, demand

forecasting, and price optimization.

The objective is to offer **personalized product recommendations and to** Use social media behavior to tailor product suggestions, to improve **Demand Forecasting and** Predict product demand based on social media trends and to perform **Price Optimization so as to** adjust prices dynamically in response to market trends and customer behavior.

1. Suggest some measures how by implementing web analytics will improve the overall process and
2. How company an optimize their productivity by maximizing the web site visibility.

(C.O.No.5) [Knowledge]