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**PRESIDENCY  
UNIVERSITY  
BENGALURU**

**School of Management**

**Mid - Term Examinations - November 2024**

**Semester:** III

**Course Code:** BBA3057

**Course Name:** Social and Web Analytics

**Program:** BBE

**Date:** 04-11-2024

**Time:** 11:45am – 1:15pm

**Max Marks:** 50

**Weightage:** 25%

**Instructions:**

*(i) Read all questions carefully and answer accordingly.*

*(ii) Do not write anything on the question paper other than roll number.*

**Part A**

**Answer ALL the Questions. Each question carries 2marks.**

**5Qx2M=10M**

- |   |  |         |   |     |
|---|--|---------|---|-----|
| 1 | Define social media.   | 2 Marks | R | CO1 |
| 2 | State why social media is important in modern communication. | 2 Marks | R | CO1 |
| 3 | Describe how businesses use social media.                    | 2 Marks | R | CO1 |
| 4 | List one tool that helps track social media performance.     | 2 Marks | R | CO2 |
| 5 | Outline why web analytics is important for website owners.   | 2 Marks | R | CO2 |

**Part B**

**Answer ALL Questions. Each question carries 10 marks.**

**4QX10M=40M**

- |   |   |         |               |     |
|---|---|---------|---------------|-----|
| 6 | Summarize the key features that make social media platforms distinct from traditional forms of communication. | 10Marks | Understanding | CO1 |
|---|---|---------|---------------|-----|

Or

- |   |   |         |               |     |
|---|---|---------|---------------|-----|
| 7 | Explain how businesses can use social media to enhance their marketing efforts and customer engagement. | 10Marks | Understanding | CO1 |
|---|---|---------|---------------|-----|

8	Explain how social media analytics helps businesses track and measure their performance on social platforms.	10Marks	Understanding	CO1
	Or			
9	Describe the process of collecting and analyzing data from social media platforms.	10Marks	Understanding	CO1
10	Explain the significance of tracking key metrics and performance indicators (KPIs) in social media marketing.	10Marks	Understanding	CO2
	Or			
11	Explain the steps involved in creating and managing a successful social media campaign.	10 Marks	Understanding	CO2
12	Explain the differences between descriptive, diagnostic, predictive, and prescriptive social media analytics.	10Marks	Understanding	CO2
	Or			
13	Describe how different web metrics provide insights into user behavior and site effectiveness.	10Marks	Understanding	CO2