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**PRESIDENCY UNIVERSITY**

**Bengaluru**

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| **Make up Examinations – JANUARY 2025** |
| **Date:** 02-01-2025 **Time:** 01.00 pm-04.00 pm |

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| **School:** School of Management (UG) | **Program:** BBA (Digital Marketing) | |
| **Course Code:** BBA3057 | **Course Name:** Social and Web Analytics | |
| **Semester**: III | **Max Marks**: 100 | **Weightage**: 50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **20** | **35** | **45** | **-** | **-** |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

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| **Answer ALL the Questions. (10 x 2 Marks = 20 Marks)** | **Bloom's Level** | **CO** |

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| **1** | Explain the concept of social media. | **2 Marks** | **Remember** | **CO1** |
| **2** | List any one advantage of web analytics? | **2 Marks** | **Remember** | **CO1** |
| **3** | Explain the term "bounce rate." | **2 Marks** | **Remember** | **CO2** |
| **4** | What does the term "web metrics" refer to? | **2 Marks** | **Remember** | **CO2** |
| **5** | What is the purpose of social media analytics? | **2 Marks** | **Remember** | **CO3** |
| **6** | Define Sentiment Analysis. | **2 Marks** | **Remember** | **CO3** |
| **7** | Describe one advantage of Google Analytics. | **2 Marks** | **Remember** | **CO4** |
| **8** | What is Unique Page View? | **2 Marks** | **Remember** | **CO4** |
| **9** | List one difference from Web Analytics 1.0 and 2.0. | **2 Marks** | **Remember** | **CO5** |
| **10** | Describe KPI. | **2 Marks** | **Remember** | **CO5** |

**Part B**

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| **Answer ALL the Questions. (5 x 7 Marks = 35 Marks)** | | | | **Bloom's Level** | **CO** |
| **11** | **a** | Explain the role of social media in modern business and how it has changed traditional business practices. | **7 Marks** | **Understand** | **CO2** |
| **Or** | | | | |
| **b** | What is social media analytics, and how does it help in measuring the success of social media campaigns? | **7 Marks** | **Understand** | **CO2** |

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| **12** | **a** | Describe Key Performance Indicators (KPIs) in social media marketing, and why are they essential? Provide examples. | **7 Marks** | **Understand** | **CO2** |
| **Or** | | | | |
| **b** | Outline the key steps involved in creating and managing a social media campaign. | **7 Marks** | **Understand** | **CO2** |

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| **13** | **a** | What is web analytics, and how has it evolved over time to meet the needs of digital marketing? | **7 Marks** | **Understand** | **CO2** |
| **Or** | | | | |
| **b** | Illustrate the advantages and limitations of using web analytics for business insights. | **7 Marks** | **Understand** | **CO2** |

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| **14** | **a** | Explain three common web metrics and their significance in evaluating online business performance. | **7 Marks** | **Understand** | **CO2** |
| **Or** | | | | |
| **b** | Compare and contrast Web Analytics 1.0, 2.0, and 3.0 in terms of functionality and limitations. | **7 Marks** | **Understand** | **CO2** |

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| **15** | **a** | What are the objectives of Google Analytics, and how does it help businesses track website or blog performance? | **7 Marks** | **Understand** | **CO2** |
| **Or** | | | | |
| **b** | Explain the limitations, performance concerns, and privacy issues associated with Google Analytics, and how can these be addressed? | **7 Marks** | **Understand** | **CO2** |

**Part C**

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| **Answer Any THREE Questions. Each question carries 15 marks. (3 x 15 Marks = 45 Marks)** | **Bloom's Level** | **CO** |

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| **16** | Crazy Style Fashion Store, a small boutique for eco-friendly clothing, used Instagram, Facebook, and Twitter to increase brand visibility. Through daily updates, influencer collaborations, and targeted ad campaigns, they achieved a 40% sales boost and 60% follower growth in six months. Using tools like Hootsuite and Google Analytics, they tracked engagement rates and website traffic. Challenges included managing negative comments and maintaining consistent content.  Questions:   1. How did XYZ Fashion Store leverage social media platforms and tools to achieve business growth? 2. What strategies can XYZ adopt to address challenges like negative feedback and content consistency effectively? | **15 Marks** | **Apply** | **CO3** |
| **17** | Lota Café, a local coffee shop, launched a social media campaign to promote their new seasonal menu. Using Instagram and Facebook, they shared visually appealing posts, customer testimonials, and behind-the-scenes videos of their brewing process. They introduced a hashtag, **#SipWithLotaCafe**, encouraging customers to share their experiences. To maximize reach, they partnered with local influencers and ran targeted ads offering discounts for first-time customers. Metrics like hashtag engagement and website clicks were tracked using tools like Facebook Ads Manager and Google Analytics. The campaign resulted in a 50% increase in foot traffic and a 30% rise in online orders within three months. However, managing real-time customer inquiries became challenging as their social media presence grew.  Questions:   1. What strategies did ABC Café use to create an effective social media marketing campaign, and what results did they achieve? 2. What steps can ABC Café take to handle the challenge of real-time customer inquiries on social media effectively? | **15 Marks** | **Apply** | **CO3** |
| **18** | Soozy Electronics, an online retailer, faced declining sales despite a steady increase in website traffic. Customers often visited the website but failed to engage deeply or complete purchases. The management team decided to leverage web analytics metrics to uncover the root cause and drive improvements.  Questions:   1. How did Soozy Electronics use bounce rate, session duration, and conversion rate to identify and solve their performance challenges? 2. What strategies implemented by Soozy Electronics led to the improvement of these key metrics, and why are they critical for e-commerce success? | **15 Marks** | **Apply** | **CO3** |
| **19** | ABC Travel, an online travel agency, sought to understand its market position and improve customer acquisition strategies. To achieve this, they utilized multiple data sources to gain insights into user behavior, competitors' strategies, and market trends. These data sources included Toolbar data, Panel data, ISP data, Search engine data, and Hybrid data. Here's how each contributed to their success.  Questions:   1. How did ABC Travel use toolbar, panel, ISP, search engine, and hybrid data to enhance their competitive intelligence? 2. What specific insights were gained from these data sources, and how did they translate into actionable strategies? | **15 Marks** | **Apply** | **CO3** |