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**PRESIDENCY UNIVERSITY**

**Bengaluru**

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| **End - Term Examinations – MAY 2025** |
| **Date:** 22-05-2025 **Time:** 09:30 am – 12:30 pm |

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| **School:** SOM-UG | **Program:** BBA (Business Analytics) | |
| **Course Code:** BBA3057 | **Course Name:** Social and Web Analytics | |
| **Semester**: VI | **Max Marks**: 100 | **Weightage**:50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **15** | **33** | **52** | **-** | **-** |

**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. Each question carries 2 marks. 10Q x 2M=20M** | | | | |
| **1.** | What is the Primary Goal of Web Analytics? | **2 Marks** | **L1** | **CO1** |
| **2.** | Define Unique Page Views. | **2 Marks** | **L1** | **CO1** |
| **3.** | Describe Benchmarking. | **2 Marks** | **L1** | **CO1** |
| **4.** | List any two Advantages of KPIs | **2 Marks** | **L2** | **CO1** |
| **5.** | Name any two common Metrics in Social media Analytics. | **2 Marks** | **L2** | **CO2** |
| **6.** | Explain Hybrid Data. | **2 Marks** | **L2** | **CO2** |
| **7.** | Formula of Click Through Rate (CTR). | **2 Marks** | **L1** | **CO2** |
| **8.** | List any two advantages of Google Analytics. | **2 Marks** | **L2** | **CO2** |
| **9.** | Define ISP. | **2 Marks** | **L2** | **CO2** |
| **10.** | Mention any two sources of CI data. | **2 Marks** | **L1** | **CO2** |

**Part B**

**Answer ALL the Questions. Each question carries 7 Marks. Total Marks 35M**

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| 11. | a. | Describe how KPIs help in evaluating the effectiveness of digital strategies. Include at least four indicators. | 07 Marks | L1 | CO1 |
| Or | | | | | |
| 12. | **a.** | Explain with examples how bounce rate and session duration can indicate content quality and user behavior. | **07 Marks** | **L2** | **CO1** |

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| 13. | a. | Discuss the significance of attribution models in interpreting customer journeys on social platforms. | 07 Marks | L2 | CO2 |
| Or | | | | | |
| 14. | **a.** | Describe Social Media Analytics? Discuss its importance and the role it plays in strategic digital marketing. | **07 Marks** | **L1** | **CO2** |

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| 15. | a. | Discuss the key indicators used in Web Analytics. Explain how metrics like sessions, visitors, time on page, and bounce rate are measured. | 07 Marks | L1 | CO2 |
| Or | | | | | |
| 16. | **a.** | Trace the evolution of web analytics and explain its necessity in current digital environments. What are its advantages and limitations? | **07 Marks** | **L2** | **CO2** |

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| 17. | a. | Explain the need for cookies in user tracking and their implications on data accuracy and privacy. | 07 Marks | L2 | CO3 |
| Or | | | | | |
| 18. | **a.** | Discuss the different types of reports generated in web analytics and how each contributes to decision-making. | **07 Marks** | **L2** | **CO3** |

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| 19. | a. | Demonstrate how hybrid data sources improve competitive benchmarking in digital marketing. | 07 Marks | L1 | CO2 |
| Or | | | | | |
| 20. | **a.** | Illustrate how to use conversion reports in Google Analytics to optimize sales funnels. | **07 Marks** | **L2** | **CO2** |

**Part C**

**Answer any Three Questions. Each question carries 15 marks 3Q x 15M=45M**

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| 21. | a. | EcomCraft implemented a homepage redesign and noticed increased clicks on featured products but a drop in blog visits. Conversion rate improved by 2%, while average session duration dropped from 3.8 to 2.9 minutes.  Questions:   1. What does the decrease in session duration imply despite improved conversion? 2. How should EcomCraft balance content engagement and sales-focused design? | 15 Marks | L2 | CO3 |

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| 22. | a. | TrendNest, a fashion brand, launched a 15-day campaign with two influencers. Influencer A generated high engagement (likes, comments) but low click-through and sales. Influencer B had moderate engagement but a 4.5% conversion rate on referred traffic. The campaign data also showed a spike in return visitors during Influencer B’s posts. The marketing head is considering a long-term collaboration but is unsure which influencer to prioritize.  Questions:   1. Based on the analytics, how should TrendNest evaluate influencer performance beyond surface-level engagement? 2. Recommend two actionable strategies for selecting influencers in future campaigns using web and social media metrics. | 15 Marks | L3 | CO3 |

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| 23. | a. | EcomCraft, a growing e-commerce platform, redesigned its homepage to highlight top-selling products and remove blog content from the front page. Post-redesign data showed that product click-throughs increased by 35%, and the overall conversion rate rose by 2%. However, the average session duration dropped from 3.8 to 2.9 minutes, and blog engagement fell by 60%. The marketing team is divided on whether the redesign is helping long-term brand engagement.  Questions:   1. Analyze the implications of the reduced session duration and blog engagement despite an increase in conversions. 2. What data-driven approach should EcomCraft adopt to balance product sales with content engagement? | 15 Marks | L3 | CO3 |

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| 24. | a. | TechEase, a SaaS company offering project management tools, observed a consistent user drop-off on its pricing page. Web analytics revealed a bounce rate of 64% on this page, while earlier product pages had a bounce rate of less than 20% and a high engagement rate. Heatmaps showed most users hovered around the pricing table but did not click on the 'Sign Up' button. Survey pop-ups suggested confusion over pricing tiers and a lack of perceived value.  Questions:   1. Identify possible reasons for the high bounce rate on the pricing page based on behavioral analytics. 2. What improvements would you recommend using data insights to enhance conversion on the pricing page | 15 Marks | L1 | CO2 |