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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 (DIGITAL MARKETING) |
| **Course Code:** BBA3066 | **Course Name:** Web Analytics |
| **Semester**: VI | **Max Marks**: 100 | **Weightage**:50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **11** | **19** | **18** | **26** | **26** |

**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.** | Define Web Analytics and mention any two applications | **2 Marks** | **L1** | **CO1** |
| **2.** | List any two key characteristics of KPIs. | **2 Marks** | **L1** | **CO1** |
| **3.** | What is meant by "bounce rate" in Web Metrics? | **2 Marks** | **L1** | **CO2** |
| **4.** | Differentiate between hits and page views. | **2 Marks** | **L2** | **CO2** |
| **5.** | List any two tools used for social media analytics. | **2 Marks** | **L1** | **CO3** |
| **6.** | State the purpose of a heatmap in UX analytics. | **2 Marks** | **L2** | **CO3** |
| **7.** | Define "organic traffic" in Google Analytics. | **2 Marks** | **L2** | **CO4** |
| **8.** | Mention two advantages of Google Analytics dashboards. | **2 Marks** | **L1** | **CO4** |
| **9.** | Define price optimisation in e-commerce analytics. | **2 Marks** | **L2** | **CO5** |
| **10.** | State two emerging trends in mobile analytics. | **2 Marks** | **L1** | **CO5** |

**Part B**

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

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| 11. | a. | Explain the scope and importance of Web Analytics in the current business world. | 07 Marks | L2 | CO1 |
| Or |
| 12. | **a.** | Describe the data collection methods used in Web Analytics. | **07 Marks** | **L2** | **CO1** |

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| 13. | a. | Discuss any five common web metrics and their significance. | 07 Marks | L3 | CO2 |
| Or |
| 14. | **a.** | Analyze how optimizing AdWords campaigns can improve bounce rates. | **07 Marks** | **L3** | **CO2** |

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| 15. | a. | Describe different categories of Web Analytics tools with examples. | 07 Marks | L3 | CO3 |
| Or |
| 16. | **a.** | Compare and contrast SEO Analytics and Social Media Analytics. | **07 Marks** | **L2** | **CO3** |

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| 17. | a. | Explain Google Analytics perform behaviour analysis in detail. | 07 Marks | L3 | CO4 |
| Or |
| 18. | **a.** | Explain limitations and privacy concerns related to Google Analytics. | **07 Marks** | **L2** | **CO4** |

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| 19. | a. | Discuss Market Basket Analytics and how it helps in e-commerce decision-making. | 07 Marks | L3 | CO5 |
| Or |
| 20. | **a.** | Discuss the importance of social media audience analysis in modern marketing. | **07 Marks** | **L3** | **CO5** |

**Part C**

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

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| 21. | a. | A startup e-commerce firm is experiencing a high bounce rate despite increasing its online ad budget. As a Web Analyst, suggest key metrics to analyze and optimize the performance. | 15 Marks | L2 | CO2 |

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| 22. | a. | A firm is using multiple tools for analytics, including Hotjar and Google Analytics. Evaluate their effectiveness for UX and marketing analytics. | 15 Marks | L3 | CO3 |

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| 23. | a. | XYZ Ltd. launched a campaign that drew traffic from Facebook and Instagram. Using Google Analytics, explain how you would measure its acquisition and conversion success. | 15 Marks | L6 | CO4 |

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| 24. | a. | A fashion retailer wants to adopt e-commerce analytics to improve product recommendations and pricing strategies. Formulate an approach using current trends. | 15 Marks | L6 | CO5 |