



PRESIDENCY UNIVERSITY

BENGALURU

Roll No.															
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Make up Examinations – December 2025

Date: 31 – 12- 2025

Time: 09:30am – 12:30pm

School: SOM-UG	Program: BBA		
Course Code: BBA3057	Course Name: Social and Web Analytics		
Semester: MK	Max Marks: 100	Weightage: 50%	

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	20	28	22	30	-

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 2 marks. (10Q x 2M = 20M)			Bloom's Level	CO
1	What is the role of hashtags in social media campaigns?	2 Marks	L1	CO1
2	Define social media analytics.	2 Marks	L1	CO1
3	What does CTR stand for, and why is it important?	2 Marks	L1	CO2
4	Name any two tools used for social media analytics.	2 Marks	L1	CO2
5	State any two goals of a social media campaign.	2 Marks	L1	CO3
6	Mention two types of social media analytics.	2 Marks	L1	CO3
7	List two key metrics for measuring customer service on social media.	2 Marks	L1	CO4
8	What is meant by sentiment analysis in social media?	2 Marks	L1	CO4
9	What is a SMART goal in social media strategy?	2 Marks	L1	CO5
10	What is the difference between reach and impressions?	2 Marks	L1	CO5

Part B

Answer ALL the Questions. Each question carries 7 marks. (5Q x 7M = 35M)			Bloom's Level		CO
11	a	Compare and contrast Facebook and LinkedIn as platforms for social media marketing.	7 Marks	L2	CO1
Or					
12	a	Explain the different types of social media analytics with examples.	7 Marks	L2	CO1
13	a	“Social media has transformed business communication and marketing.” Critically evaluate this statement using relevant examples.	7 Marks	L2	CO2
Or					
14	a	How can businesses use social media for lead generation? Provide relevant strategies.	7 Marks	L2	CO2
15	a	How can predictive and prescriptive analytics improve campaign performance?	7 Marks	L2	CO3
Or					
16	a	Identify the importance of setting goals and benchmarks in social media marketing.	7 Marks	L3	CO3
17	a	Analyze the role of influencers in social media analytics	7 Marks	L4	CO4
Or					
18	a	Examine the process of creating and managing a social media campaign.	7 Marks	L4	CO4
19	a	Discuss how diagnostic analytics helps in improving social media strategy.	7 Marks	L3	CO5
Or					
20	a	Develop a comprehensive social media campaign for a new product launch, including goals, platform selection, content strategy, and success metrics.	7 Marks	L3	CO5

Part C

Answer Any ALL the Questions. Each question carries 15 marks. (3Q x 15M = 45M)			Bloom's Level		CO
21	a	Develop a detailed framework for applying social media analytics tools to monitor competitor activities and market trends.	15 Marks	L3	CO3
22	a	Create a benchmarking strategy using KPIs for a company entering the e-commerce space via social media.	15 Marks	L3	CO4
23	a	Analyse the impact of social media metrics in measuring the effectiveness of digital marketing strategies.	15 Marks	L4	CO5
24	a	Critically analyze the role of social media analytics in customer relationship management and brand loyalty.	15 Marks	L4	CO5
25	a	Develop a strategy for using behavioral analytics to improve user engagement on an educational content platform.	15 Marks	L3	CO5