PRESIDENCY UNIVERSITY

BENGALURU

End - Term Examinations – December 2025

Date: 23-12-2025　　　　　　　　　　　　**Time:** 09:30am – 12:30pm

School: SOM-PG	**Program:** MBA	
Course Code: MBA3141	**Course Name:** Website Data Analytics	
Semester: III	**Max Marks:** 100	**Weightage:** 50%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	31	35	34		

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 3 marks.　　　　　　　**10Q x 3M=30M**

1.	A marketer allocates ₹600 per day to promote a brand awareness ad on Instagram. His goal is to reach 6,000 impressions per day. Calculate the CPM (Cost Per Mille).	**3 Marks**	**L1**	**CO1**
2.	List the *steps involved in the consumer buying process*.	**3 Marks**	**L2**	**CO1**
3.	Describe the concept of *Customer Lifetime Value (CLV).*	**3 Marks**	**L2**	**CO1**
4.	Discuss the difference between WordPress.com and WordPress.org.	**3 Marks**	**L2**	**CO1**
5.	Explain the difference between *structured* and *unstructured data.*	**3 Marks**	**L2**	**CO1**
6.	What is CMS. Discuss it relevance in Web designing.	**3 Marks**	**L2**	**CO1**
7.	Explain the purpose of using *Google Analytics.*	**3 Marks**	**L2**	**CO1**
8.	Define website design and explain its primary purpose	**3 Marks**	**L2**	**CO3**
9.	Define web hosting and explain its purpose.	**3 Marks**	**L2**	**CO3**
10.	Define domain extension. List of a few popular domain extensions.	**3 Marks**	**L2**	**CO3**

Part B

Answer the Questions.   **Total Marks 40M**

11.	a.	Explain the *process of data collection* in web analytics in detail	10 Marks	L1	CO1
		Or			
12.	a.	Discuss the different stages of Website designing in detail.	10 Marks	L1	CO1

13.	a.	You are managing Google Ads for the e commerce store. Explain how you would measure and optimize campaigns using CTR, CPC, and ROAS.	10 Marks	L2	CO2
		Or			
14.	a.	Discuss the difference between first-, second-, and third-party cookies with relevant examples.	10 Marks	L2	CO2

15.	a.	Explain the step-by-step approach to access demo account when you are accessing for the first time and discuss various reports that it offers.	10 Marks	L3	CO2
		Or			
16.	a.	Discuss the step by process in detail to connect any website that you have build using word press with Google analytics	10 Marks	L3	CO2

17.	a.	Evaluate how GA4 data can be used to optimize poorly performing Google Ads campaigns.	10 Marks	L3	CO3
		Or			
18.	a.	A retail brand runs A/B ads on Meta and wants to validate performance using GA4 instead of platform-only metrics. What is A/B testing? How A/B testing is relevant in this scenario	10 Marks	L3	CO3

Part C

Answer all the Questions. Each question carries 15marks   **2Q x 15M=30M**

19.	a.	An educational institution launched its first website in 2002 with Web 1.0. Later, with Web 2.0, In 2024, the institute upgraded to Web 3.0. **Questions:** **a)** Compare and contrast the differences between Web 1.0, 2.0, and 3.0. **b)** How does Web 3.0 improve personalization for students? **c)** Explain how data ownership and privacy are treated differently in Web 3.0 compared to Web 2.0.	15 Marks	L3	CO2

| 20. | a. | An EdTech platform offering certification courses noticed reduced enrollments over the past quarter. GA4's Funnel Exploration shows significant drop-offs at the "view_course_detail → start_checkout" stage. The Demographics Report indicates younger users browsing but not converting. Tech Report reveals most sessions come from low-performance smartphones, hinting at slow page loads. Social media campaigns generate high impressions but low engaged sessions. The team believes that unclear course descriptions, poor mobile optimization, or ineffective ads may be the root cause. They want to use GA4's event-based tracking and user insights to optimize course pages and improve enrollment rates.

Questions:

    a. Analyze the GA4 Funnel Exploration data to determine why users drop off between viewing course details and starting checkout.
    b. Evaluate whether ad campaign adjustments or mobile optimization should be prioritized to improve course enrollments.
    c. Create a GA4-driven improvement plan to enhance course page clarity, load speed, and conversion rates. | **15 Marks** | L4 | CO3 |