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PRESIDENCY UNIVERSITY

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956
Approved by AICTE, New Delhi | Approved By BCI
Bengaluru

Even Semester Mid Term, March 2026

Date: 12/03/2026

Time: 09:30 AM - 11:00 AM

Course Code: MBA3141

Course Name: Website Data Analytics

Semester: Fourth Semester

Max. Marks: 50

Weightage: 50%

CO - Levels	CO1	CO2
Marks	35	35

Part A: Answer Following Questions. 15 M

Qn.No	Questions	M	CO	BT
1	Differentiate between Leading KPIs and Lagging KPIs. Give one example of each in an e-commerce context.	3	CO1	BT2
2	Explain the term Conversion Rate with Formula.	3	CO1	BT2
3	Describe behavioral metrics in web analytics. Give any two examples.	3	CO1	BT2
4	Define Web 3.0. Mention any two core technologies behind it.	3	CO1	BT2
5	Web 4.0 referred to as a "Digital Brain". Discuss	3	CO1	BT2

Part B: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
6	<p>Scenario: Cookie Consent Manipulation</p> <p>A news website displays a cookie banner with a large "Accept All" button in green and a small "Manage Settings" option hidden in grey text. After accepting, users are tracked across multiple partner websites.</p> <p>Questions:</p>	10	CO1	BT3

	<p>a) Examine whether this represents valid consent and justify your answer using established privacy principles.</p> <p>b) Interpret the risks that may arise from misuse of these cookies and suggest practical improvements to ensure transparent and effective consent management.</p>			
7	<p>Scenario: Device Fingerprinting Debate</p> <p>A digital advertising firm claims they no longer use cookies. Instead, they use device fingerprinting, collecting browser type, screen resolution, installed fonts, and IP address to uniquely identify users.</p> <p>Questions:</p> <p>a) Apply your knowledge to compare how fingerprinting differs from cookies in data collection and user control. Based on this scenario, justify whether governments should regulate fingerprinting.</p> <p>b) Apply privacy principles to evaluate whether fingerprinting is more or less invasive than cookies. Justify your answer analytically.</p>	10	CO1	BT3

Part C: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
8	<p>Scenario: Dual Funnel Performance Imbalance</p> <p>A software company operates in both B2C and B2B markets.</p> <p>In the B2C segment, the company attracts 1,50,000 monthly website visitors. While 10% sign up for a free trial, only 4% convert to paid subscriptions. Additionally, customer churn within the first two months is increasing.</p> <p>In the B2B segment, the company receives only 4,000 monthly visitors. However, 250 download whitepapers, 100 request demos, 25 become Sales Qualified Leads (SQLs), and 6 deals are closed after a 5-month sales cycle.</p> <p>Management is confused because B2C traffic is high but unstable, whereas B2B traffic is low but generates high-value contracts. The marketing team is using the same promotional strategy for both segments.</p> <p>Questions:</p> <p>(a) Identify the critical drop-off stage in both the B2C and B2B</p>	10	CO2	BT3

	<p>funnels. Why do these differences occur in terms of buyer behavior?</p> <p>(b) Discuss how should KPIs and funnel strategies differ between B2C and B2B models to improve overall business performance.</p>			
9	<p>Scenario: B2C Engagement but No Loyalty</p> <p>An online fitness platform attracts 2,00,000 monthly visitors through influencer marketing. Out of them, 15% register for a free workout plan, and 6% purchase a one-month subscription. However, 70% of paid users do not renew after the first month.</p> <p>Customer reviews indicate satisfaction with content quality, but analytics shows low app engagement after week two.</p> <p>Questions:</p> <p>(a) Apply the B2C funnel model to identify which stage is failing and explain your reasoning using funnel logic.</p> <p>(b) Recall your understanding of performance metrics to recommend relevant KPIs the company should monitor and justify their importance.</p>	10	CO2	BT3

Part D: Answer Following Questions. 15 M

Qn.No	Questions	M	CO	BT
10	<p>Case: "Ownership vs Intelligence - The Next Web Battle"</p> <p>Inspired by the evolution from blockchain-based ecosystems to AI-driven autonomous systems.</p> <p>A technology startup initially built its platform around Web 3.0 principles. Using blockchain infrastructure similar to Ethereum, the company created a decentralized content marketplace. Users owned their data, transactions were verified through smart contracts, and creators received token-based rewards.</p> <p>The business model focused on transparency, decentralization, and cryptographic trust. Revenue was generated through transaction fees and token appreciation. Analytics primarily measured wallet activity, token velocity, smart contract interactions, and decentralized engagement metrics.</p> <p>However, growth plateaued. Users appreciated ownership but demanded smarter experiences. Competitors began adopting</p>	15	CO2	BT3

Web 4.0 principles — integrating AI agents that personalized feeds, predicted user needs, optimized transactions automatically, and provided intelligent assistants within the ecosystem.

In response, the startup introduced AI-powered recommendation engines, predictive moderation, and autonomous content-ranking systems. Now the platform operates as a hybrid: blockchain ensures ownership, while AI drives decision-making.

Questions:

(a) Examine whether decentralization is sufficient without intelligence and interpret whether AI-driven automation reduces user control, supporting your reasoning with relevant concepts. (10 Marks)

(b) Demonstrate how Web 4.0 systems may create “cognitive centralization” despite decentralized blockchain infrastructure. Justify your explanation logically. (5 Marks)