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**PRESIDENCY UNIVERSITY  
BENGALURU**

**SET A**

**SCHOOL OF MANAGEMENT  
END TERM EXAMINATION - JAN 2024**

**Semester :** Semester III - 2022

**Course Code :** BBA3057

**Course Name :** Social and Web Analytics

**Program :** BBA

**Date :** 08-JAN-2024

**Time :** 1:00 PM - 4:00 PM

**Max Marks :** 100

**Weightage :** 50%

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**Instructions:**

*(i) Read all questions carefully and answer accordingly.*

*(ii) Question paper consists of 3 parts.*

*(iii) Scientific and non-programmable calculator are permitted.*

*(iv) Do not write any information on the question paper other than Roll Number.*

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**PART A**

**ANSWER ALL THE QUESTIONS**

**5 X 2M = 10M**

1. Explain the first step in web analytics process.

(CO1) [Knowledge]

2. Define Web analytics.

(CO2) [Knowledge]

3. Explain influencer analysis under social media analytics.

(CO3) [Knowledge]

4. Mention the meaning of cost per click

(CO4) [Knowledge]

5. Describe ROI.

(CO5) [Knowledge]

**PART B**

**ANSWER ALL THE QUESTIONS**

**5 X 10M = 50M**

6. Describe the characteristics of KPI in Web Analytics.  
The Characteristics are as follows:

Simple , Relevant , aligned ,Actionable , Measurable .( Details of each point in 60 to 80 words )

(CO3) [Comprehension]

7. Explain advantage of Social Media Analytics

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(CO2) [Comprehension]

8. Abhishiek, the marketing manager of Alpha company wanted to shift from traditional marketing to digital marketing. Discuss the business objectives and relevant measurement objectives that Abhishiek needs to consider for this transition.

(CO1) [Comprehension]

9. Reproduce the competitive intelligence data sources.

(CO4) [Comprehension]

10. Differentiae Web 1.0 ,2.0 and 3.0.

(CO5) [Comprehension]

**PART C**

**ANSWER ALL THE QUESTIONS**

**2 X 20M = 40M**

11. Explain the benefits of Google Analytics .

(CO3) [Application]

12. Reproduce the KeyPerformance Indicators .

(CO4) [Application]