PRESIDENCY UNIVERSITY
BENGALURU

SCHOOL OF MANAGEMENT
MID TERM EXAMINATION - OCT 2023

Semester : Semester III - 2022
Course Code : BBA3057
Course Name : Sem III - BBA3057 - Social and Web Analytics
Program : BBA

Date : 2-NOV-2023
Time : 11:30AM - 1:00PM
Max Marks : 50
Weightage : 25%

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.

PART A

ANSWER ALL THE QUESTIONS   **(5 X 2 = 10M)**

1. Define the first step in Web Analytics Process.

(CO1) [Knowledge]

2. Explain Sentiment analysis.

(CO1) [Knowledge]

3. Describe Search Engine optimization Analytics.

(CO1) [Knowledge]

4. Describe Customer analytics tools.

(CO1) [Knowledge]

5. Explain the first step in web analytics process.

(CO1) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS   **(2 X 10 = 20M)**

6. Discuss the different uses of Digital analytics that help can business manager to consider the same for their business

(CO1) [Comprehension]

7. Explain the different types of Social Media Analytics.

(CO2) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTION   **(1 X 20 = 20M)**

8. Describe Predictive analysis.

(CO2) [Application]