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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

**Make-Up Examinations, July 2024**

**Semester**:III

**Course Code**: BBA3057

**Course Name**: Social and Web Analytics

**Program** : BBA

**Date**: 05 / July / 2024

**Time**: 9:30 AM -12:30 PM

**Max Marks**: 100

**Weightage**: 50%

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Question paper consists of three parts.*
3. *Scientific and Non Programable Calculators are Permitted.*
4. *Do not write any information on the question paper other than roll number.*

**Part A**

**Answer any FIVE Questions. (5 Q x 2 M = 10 M)**

1. Define Web Analytics (C.O.No.1) [Knowledge]

2. Describe bounce rate? (C.O.No.1) [Knowledge]

3. Distinguish between sessions and users in web analytics? (C.O.No.4) [Analysis]

4. Discuss a heat map in web analytics? (C.O.No.2) [Comprehension]

5. Discuss the role of sentiment analysis p in crisis management on social media? (C.O.N0.2) [Comprehension]

6. Identify How social media analytics facilitate audience segmentation? (C.O.No.4) [Analysis]

7. Explain Google Analytics. (C.O.No.2) [Comprehension

**Part B**

**Answer any FIVE Questions. (5 Q x 10 M = 50 M)**

8 Describe How web analytics contribute to the understanding of user behavior, and what are the key indicators used to measure website performance (C.O.No.1 ) [Knowledge]

9. Write the tools of Web Analytics. (C.O.No.1) [Application]

10. Discuss the various types of Web Metrics (C.O.No.2) [Comprehension]

11 Explain the characteristics of web analytics tools. (C.O.No.2) [Comprehension]

12 Analyze Search Engine Analytics tools. (C.O.No.4 ) [Analysis]

13 Differentiae Web 1.0 ,2.0 and 3.0. (C.O.No.4) [Analysis]

14 Explain influencer analysis under social media analytics. (C.O.No.5) [Synthesis]

**Part C**

**Answer any TWO Questions. (2 Q x 20 M = 40 M)**

15 Identify the types of Social media analytics. (C.O.No.1) [Knowledge]

16. Reproduce the competitive intelligence data sources. (C.O.No.1) [Knowedge]

17 Explain the benefits of KPI. (C.O.No.5) [Evaluation]