

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

SET B

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

Semester : Semester III - 2022

Course Code : BBA3057

Course Name : Social and Web Analytics

Program : BBA Financial Technology

Date : 08-JAN-2024

Time : 1:00 PM - 4:00 PM

Max Marks : 100

Weightage : 50%

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 2M = 10M

1. Describe how to measure online traffic.
(CO1) [Knowledge]
2. Describe Tracking Bounce Rate
(CO2) [Knowledge]
3. Describe Social Media Analytics.
(CO3) [Knowledge]
4. List out few web analytics platform.
(CO4) [Knowledge]
5. Define web 3.0
(CO5) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

5 X 10M = 50M

6. List out the tools of web analytics.

(CO3) [Comprehension]

7. Identify the types of Social media analytics .

(CO2) [Comprehension]

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

(CO1) [Comprehension]

9. Reproduce the process of Web Analytics .

(CO4) [Comprehension]

10. Write about four Web Analttics Platform.

(CO5) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

2 X 20M = 40M

11. Reproduce the tools of Google Analytics.

(CO3) [Application]

12. Would you have a core messege for readers regarding their preparation for the use of technologies related to analytics ? and related to future of Analytics -what can we look for in that sense.

(CO4) [Application]