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**PRESIDENCY UNIVERSITY
BENGALURU**

SET-B

**SCHOOL OF MANAGEMENT
END TERM EXAMINATION – MAY/JUNE 2024**

Semester: Semester VI - 2021

Course Code: BBA3057

Course Name: Social and Web analytics

Program: BBA

Date: May 31, 2024

Time: 9:30 AM - 12:30 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.
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PART - A

ANSWER ANY 5 QUESTIONS

5 X 2 = 10M

1. Describe web analytics. (CO1) [Knowledge]
2. Explain influencer analysis under social media analytics. (CO2) [Knowledge]
3. Define SEO. (CO3) [Knowledge]
4. Describe Hybrid data. (CO4) [Knowledge]
5. Explain Google Analytics. (CO5) [Knowledge]
6. Outline social media analytics. (CO1) [Knowledge]
7. Explain about cost per click. (CO2) [Knowledge]

PART - B

ANSWER ANY 5 QUESTIONS

5 X 10 = 50M

8. Describe the diverse uses of Key Performance Indicators (KPIs) within organizations, and how do these applications contribute to organizational success and performance improvement.
- (CO1) [Comprehension]
9. Explain the various perspectives of Key Performance Indicators (KPIs) within organizations, considering their significance for different stakeholders such as executives, managers, employees, and shareholders.
- (CO2) [Comprehension]
10. Explain the advantage of web analytics
- (CO3) [Comprehension]
11. Predict the future of web analytics
- (CO3) [Comprehension]
12. Describe the benefits of CI data source.
- (CO4) [Comprehension]
13. Explain Search Engine optimization Technique.
- (CO4) [Comprehension]
14. Explain the benefits of Google Analytics.
- (CO5) [Comprehension]

PART - C

ANSWER ANY 2 QUESTIONS

2 X 20 = 40M

15. Explain How organizations can effectively measure and attribute social media interactions across the customer journey, and why is this capability critical for optimizing marketing strategies and maximizing ROI?
- (CO2) [Application]
16. Write about three Web Analytics Platform.
- (CO3) [Application]
17. Interpret Web 1.0 ,2.0 and 3.0.
- (CO4) [Application]