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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

**Summer Term End Term Examinations, August 2024**

**Winter Semester**: 2023 - 24

**Course Code**: BBA3057

**Course Name**: Social and Web Analytics

**Program & Sem**: BBA & VI

**Date**: 05-08-2024

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

**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. Describe Tracking Bounce Rate. (Knowledge)

2. Explain influencer analysis under social media analytics. (Knowledge)

3.  Describe ROI. (Knowledge)

4.  Write three example of web 2.0. (Knowledge)

5. Explain about cost per click. (Comprehension)

6 Define SEO. (Application)

7. Write three example of web 2.0. . (Knowledge)

**Part B**

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

8.  Explain the benefits of Google Analytics. (Comprehension)

9 Explain the characteristics of web analytics tools. (Knowledge)

10 Describe the benefits of CI data source. . (Knowledge)

11. Explain Search Engine Optimization Technique. (Knowledge)

12. differentiate web 1.0 ,2.0 and 3.0. (Comprehension)

13. Describe about eight common web metrics. . (Comprehension)

14 Explain the advantage of web analytics. (Application)

**Part C**

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

15 Write the process of Web Analytics. (Comprehension)

16. Reproduce the competitive intelligence data sources and its tools. (Comprehension)

17. Explain the different perspectives of Key Performance Indicators (KPIs) contribute to a comprehensive understanding of organizational performance, and what are the diverse uses of KPIs across various business functions. (Application)