

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2021

Course: Social and Web Analytics
Program: BBA (Digital Marketing)
Course Code: DSBA2002P

Semester: V
Time : 03 hrs.
Max. Marks: 100

Instructions: 1. Be specific while answering the questions.
2. Justify your answers with the help of examples.
3. Internal choices are provided in Question 17 and 19

SECTION A

S. No.		Marks	CO
Q 1	A) Which metrics would accurately indicate the success of the latest Facebook post? a) Likes and click-through c) Impressions and click-through b) Reach and engagement d) Sessions and pageviews B) The immediate purpose of analyzing digital analytics data is to: a) Make better decisions about your business b) Generate more revenue from your website c) Define the ideal customers for your business d) Drive more traffic to your website	2	CO1
Q 2	A) If I want to have an estimate of the number of people who visited my website, which metric should I use? a) Sessions c) Users b) Unique visitors d) Hits B) What would be a good way to segment your data? a) Segment your primary geographic market b) Segment based on Acquisition / Behavior / Conversion dimensions c) Segment based on Recency, Frequency, and Monetary Value d) All of the above	2	CO1
Q 3	A) You want to understand if users use their mobile phone to access your site. Which of the following approach is preferable? a) Ask "Are you using a mobile phone to access our site?" Yes/No b) Ask "Which type of device are you using to access our site?" with choices: Desktop computer/Mobile Phone/Tablet c) Look at the report Audience/Mobile/Overview d) This cannot be known because people use multiple devices to browse the Web B) Which of these marketing efforts would NOT be an effective use of campaign trackers? a) Display advertising campaigns c) Social media campaigns b) Email marketing campaigns d) Television advertising campaigns	2	CO3

Q 16	Discuss the need of attribution model. Explain seven types of attribution models with proper examples and diagram.	10	CO2																																			
Q 17	<p>a) What is meant by conversions and how will you track conversions through GA? (5+5=10 marks)</p> <p>b) What is meant by KPI in Analytics? (5+5=10 marks)</p> <p style="text-align: center;">OR</p> <p>a) Define Cohort in Google Analytics. (5+5=10 marks)</p> <p>b) What is Funnel in Goals?</p>	10	CO4																																			
SECTION-D																																						
Q 18	<p>a) Discuss view and filters. What are the three views created for each property? Discuss types of filters also. (10 marks)</p> <p>b) How social media analytics can be used in Education sector? Explain with hypothetical example. (5 marks)</p>	15	CO3																																			
Q 19	<p>Define SLE and ALE. In below table, different assets like network operations center, web servers, web data and customer data are given with their value, Exposure factor (EF) and Annualized Rate of Occurrence (ARO). Calculate Single-Loss Expectancy (SLE) and Annualized Loss Expectancy (ALE) of all the given assets.</p> <p>Note: Don't write the answers directly. All the calculations should be clearly done in your answer sheets.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Asset</th> <th>Threat</th> <th>Asset Value</th> <th>EF</th> <th>SLE</th> <th>ARO</th> <th>ALE</th> </tr> </thead> <tbody> <tr> <td>Network Operations Center</td> <td>Fire</td> <td>\$500,000</td> <td>0.45</td> <td></td> <td>0.2</td> <td></td> </tr> <tr> <td>Web Servers</td> <td>Power Failure</td> <td>\$25,000</td> <td>0.25</td> <td></td> <td>0.5</td> <td></td> </tr> <tr> <td>Web Data</td> <td>Virus</td> <td>\$150,000</td> <td>0.33</td> <td></td> <td>1</td> <td></td> </tr> <tr> <td>Customer Data</td> <td>Disclosure</td> <td>\$250,000</td> <td>0.75</td> <td></td> <td>0.66</td> <td></td> </tr> </tbody> </table> <p style="text-align: center;">OR</p> <p>a) Explain Exposure Factor, Single Loss Expectancy, Annualized Rate of Occurrence, Annualized Loss Expectancy, Annual Cost of Safeguard with the help of examples. (10 marks)</p> <p>b) Consider a scenario that threat possible in a fiber-optic cable asset that is running between two buildings is being cut by a maintenance worker affects only the cable and the productivity for its cut, which might be only 20% of the organization's infrastructure. The asset value is \$15,000. Calculate Single Loss Expectancy (SLE). (5 marks)</p>	Asset	Threat	Asset Value	EF	SLE	ARO	ALE	Network Operations Center	Fire	\$500,000	0.45		0.2		Web Servers	Power Failure	\$25,000	0.25		0.5		Web Data	Virus	\$150,000	0.33		1		Customer Data	Disclosure	\$250,000	0.75		0.66		15	CO2
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