

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, December 2017

Program: B.Tech CSE+BAO
Subject (Course): Social and Web Analytics
Course Code : CSIB 467
No. of page/s:

Semester – VII
Max. Marks : 100
Duration: 3 Hrs

Section A

Attempt all questions from section A. Each Question carries 4 marks. [5*4=20]

1. What is sentimental analysis? Why it is used? [2+2]
2. Differentiate between Bounce Rate and Conversion Rate. [4]
3. What is the use of social media enablement audit? [4]
4. What will be the future of social media analytics and monitoring? [4]
5. What do you understand by “Hot word analysis”? [4]

Section B

Attempt all questions from section B. Each Question carries 10 marks.
[4*10=40]

6. Differentiate between the following. [2*5=10]
 - a) Tactical dashboard Vs Operational dashboard
 - b) Content Creation Vs Content Consumption
7. What are key performance indicators? Discuss various Visibility KPIs, interaction KPIs and transactional KPIs [3+7]
8. Discuss are techniques used for social media analytics process? [10]
9. What is the role of Dashboard for web analytics? What are the four dashboards used in social media analytics [5+5]

Section C

Attempt all questions from section C. Each Question carries 20 marks. [2*20=20]

10. Can you find out some way to determine a correlation between content being pushed out and increase/decrease in positive sentiment? And if so, how do you determine the strength of the correlation if the content is not specific to an initiative, campaign etc. but daily brand content aimed at improving brand reputation? [10+10]

11. Which are the different sources of data collection for social and web analytics? What are the different challenges faced when integrating data from different data source? How is it handled? [5+10+5]

OR

Identify common social business objective, which are considered to be the social media initiatives that you will use to accomplish a goal. Explain each of them. [8+12]



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Section A

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[4*5=20]

1. What is true profile and what is the role of it w.r.t. social media analytics? [2+2]
2. What is social graph? What is the use social graph in social analytics? [2+2]
3. Differentiate between the Metrics and KPI's. [4]
4. What will be the future of social media analytics and monitoring? [4]
5. What do you understand by "Hot word analysis"? [4]

Section B

Attempt all questions from section B. Each Question carries 10 marks.

[10*4=40]

6. What is competitive intelligence(CI) analysis? What are the data collection methods for CI? [10]
- 7 Explain social media content creation process? What are the issues in content creation . [5+5]
8. What are the guidelines for social media data to make better business decision? [10]
9. What are key performance indicators? Discuss various Visibility KPIs, interaction KPIs and transactional KPIs. [3+7]

Section C

Attempt all questions from section C. Each Question carries 20 marks.

[2*20=20]

10. Discuss few data mining techniques which can be used to analyze social media data? What will be the steps used in data preprocessing? Explain taking some real world example. [8+12]

11. What is trend analysis? How will you use trend analysis and social media features to enhance recommendation system? [5+15]

OR

Write short notes on the following terms.

[4*5=20]

- a) Social network analysis
- b) Bounce Rate
- c) Exit Rate
- d) Conversion Rate