

**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**End Semester Examination, May 2020**

**Course: Mobile Analytics**  
**Program: B.Tech. CSE-BAO, Mobile Computing**  
**Course Code: CSIB460**

**Semester: VIII**  
**Time 03 hrs.**  
**Max. Marks: 100**

**Instructions: Attempt all the questions.**

**Section-A: This section has multiple choice type questions. Each question carries 2 marks.**

Q.1. Which of the following are open source mobile operating systems?

- a. iOS      b. BlackBerry OS      c. Android OS      d. webOS

Q.2. Which component is used to interpret and display the WAP content on a WAP device?

- a. WAP Gateway    b. WAP browser    c. WAP server    d. WAP Proxy

Q.3. Which of the following options are attributes of Mobile cloud Computing?

- a. Gateway to the wireless network      b. External data storage space  
c. Access point name of data connection      d. Tunneling protocol

Q.4. Mobile Analytics can be used for which of the following option?

- a. Prediction for profits and sales      b. For providing new services to the customers  
c. Gathering customer social data      d. all of the mentioned

Q.5. Which of the following component does the communication between GPRS network and external network?

- a. GGSN      b. SGSN      c. WAP      d. APN

Q.6. Which of the following settings are used by mobile phones, to identify the external network through which, the device can access data like 2G , 3G or 4G mobile networks?

- a. GGSN      b. APN      c. WAP      d. POP

Q.7. Which of the following component defines the coverage of geographical area by the transceiver's signal?

- a. Fixed Host      b. Mobile Host      c. MBS      d. Cell

Q.8. In which department should brands ensure a positive customer impact in order to provide superior customer experience?

- a. Front office                      b. Branch  
c. Customer care centers          d. Customer end to end journey

Q.9. On which of the following factors does a negative customer experience have a negative impact?

- a. Customer loyalty                  b. Services and products offered by the brands  
c. Customer care support          d. none of them

Q.10. In the current world, which is the most preferred media to access content?

- a. Postal mails      b. Radio      c. Desktop computers      d. Mobile devices

Q.11. Irrelevant landing pages can increase the value of \_\_\_\_\_.

- a. Page View      b. Depth of View      c. Bounce Rate      d. %Exit

Q.12. The traffic flow from one node to another in behavior flow is represented by \_\_\_\_\_.

- a. Page View      b. Session      c. Connection      d. Exit components

Q.13. Which of the following are the communities that support chat functionality?

- a. SMS      b. USSD      c. WAP      d. Instant Messaging apps

Q.14. Which feature can website developers use to provide app-like experience to the mobile site users?

- a. CSS Support    b. GPS    c. WAP    d. HTML5

Q.15. \_\_\_\_\_ refers to the number of pixels present on the physical area of the screen.

- a) Screen diameter    b) Orientation    c) Screen size    d) Screen Resolution

Q.16. Screen density is measured in -----.

- a) Meters    b) inch    c) dpi    d) centimeter

Q.17. The amount of data that is transmitted over a network in a given amount of time is called as \_\_\_\_\_.

- a. Density    b. Bandwidth    c. Session    d. Transaction

Q.18. The \_\_\_\_\_ report shows the number of visits a visitor took to your site before he/she made the purchase.

- a. Pages/visit    b. Pageviews    c. Visits to purchase    d. Pages

Q.19. The length of time a user spends on a website in a single visit is called as \_\_\_\_\_.

- a. Bandwidth    b. Transaction    c. Session    d. Duration

Q.20. The sequence of successive webpages visited by the user on the website is called as \_\_\_\_\_.

- a. Landing page    b. Referring site    c. Full url    d. Click Path

Q.21. \_\_\_\_\_ helps the mobile operators to visualize the captured content from millions of subscribers in order to improve their cross-selling strategies.

- a. Handset analysis      b. Content categorization
- c. Operator analysis      d. Gateway analysis

Q.22. \_\_\_\_\_ Software component does the lookup of the given IP address and gives a domain name.

- a. DNS      b. Search engine      c. Gateway      d. RDNS

Q.23. \_\_\_\_\_ is a source website that recommends another website.

- a. Referrer      b. Landing page      c. Search engine      d. Gateway

Q.24. Mobile app analytics uses which of the following options to track the user data

- a. Page tag      b. JavaScript snippets      c. SDK      d. Client applications

Q.25. \_\_\_\_\_ analysis helps in observing and knowing where users spend most of their time in a given page along with the location till where has the user scrolled the page.

- a. Heat Maps      b. Link analytics      c. Form analytics      d. Attention Maps

Q.26. \_\_\_\_\_ analysis helps in knowing which fields are often completed and which are not.

- a. Heat Maps      b. Link analytics      c. Form field analytics      d. Attention Maps

Q.27. Page tagging technique is often used to track which of the following analytics?

- a. Web analytics      b. Mobile app analytics      c. Geographical analysis      d. all of the mentioned

Q.28. In which report are the email clients used by the customers tracked?

- a. Bounce report    b. Device usage report    c. Engagement report    d. Click tracking report

Q.29. Which report logs the details under the user profile, every time the user in your contact list receives or opens or clicks some call to action links in the sent email?

- a. Automatic Event logging report    b. Device usage report  
c. Engagement report    d. Click tracking report

Q.30. Which report logs the date and time the email is sent and details of per customer based statistics?

- a. Event logging report    b. Email Log    c. Engagement report    d. Click tracking report

**Section-B: This section has long answer type questions. Each question carries 10 marks.**

Q.31. Define the following terms:

- a. Mobile Analytics  
b. Web Analytics  
c. Social Media Analytics  
d. Bandwidth  
e. Session

Q.32. Discuss the core metrics for deeper behavior analysis of a customer.

OR

Q.32 Discuss the role of location based services for the consumer market.

Q.33. Define the term “Email Marketing”. Discuss the needs of mobile email marketing.

OR

Q.33. Write a short note on features of email marketing tools.

Q.34. “HTTPS is a widely deployed secured communication protocol over the computer network especially on the internet”, Justify the statement. Take suitable example for explanation.