

Name:

Enrolment No:



**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES, DEHRADUN**  
**Online End Semester Examination, May 2021**

Course: Social, Web and Mobile Analytics

Semester: VI

Program: B.Tech – CSE (ECRA)

Time: 03 hrs

Course Code: CSBA 4013

Max. Marks: 100

**Section A**

1. Each question will carry 5 marks
2. Instruction: Complete the statement / Select the correct answer(s)

S. No.	Question	CO
Q1	<p><b>1.1</b> _____ is defined as the applications that build on the technological foundations of Web 2.0.</p> <ol style="list-style-type: none"><li>1) Social Media</li><li>2) Web</li><li>3) Analytics</li><li>4) Social Monitoring</li></ol> <p><b>1.2</b> Social media can be used to increase the leads and sales,_____.</p> <ol style="list-style-type: none"><li>1) Customer dissatisfaction</li><li>2) Brand recognition and awareness</li><li>3) Negative sentiments</li><li>4) Competitor Loyalty</li></ol> <p><b>1.3</b> Social media_____ is the process of aggregating and assessing information about a company, individual, product or brand on the social site</p> <ol style="list-style-type: none"><li>1) Monitoring</li><li>2) Understanding customers</li><li>3) Behaviour Analysis</li><li>4) Listening</li></ol> <p><b>1.4</b> Social networking and social media plays a dominant role in the business and it is well achieved by participating in a _____.</p> <ol style="list-style-type: none"><li>1) people centric approach</li><li>2) data centric approach</li><li>3) media centric approach</li><li>4) web centric approach</li></ol> <p><b>1.5</b> Social media_____ is the process of aggregating and assessing information about a company, individual, product or brand on the social site</p> <ol style="list-style-type: none"><li>1) Monitoring</li><li>2) Understanding customers</li><li>3) Behaviour Analysis</li><li>4) Listening</li></ol>	CO1

Q2	<p><b>2.1</b> Social networking and social media plays a dominant role in the business and it is well achieved by participating in a _____.</p> <ol style="list-style-type: none"> <li>1) people centric approach</li> <li>2) data centric approach</li> <li>3) media centric approach</li> <li>4) web centric approach</li> </ol> <p><b>2.2</b> Web logs and Java script tags are ways of _____ mechanism.</p> <ol style="list-style-type: none"> <li>1) Data collection</li> <li>2) Data analysis</li> <li>3) Data monitoring</li> <li>4) Data usage</li> </ol> <p><b>2.3</b> _____ is identifying the sources that have the highest number of comments/posts/views/tweets.</p> <ol style="list-style-type: none"> <li>1) Tonality</li> <li>2) Virality</li> <li>3) Modality</li> <li>4) Sentiments</li> </ol> <p><b>True/False:</b></p> <p><b>2.4</b> The bounce rate is a measure of the percentage of people who came and landed on a page of your website and then turned around and left immediately without visiting any other pages on your website. (True/False)</p> <p><b>2.5</b> Metrics are measurable values that show you how effective you are at achieving business objectives. (True/False)</p>	<b>CO2</b>
Q3	Provide <b>four</b> differences between social analytics and web analytics. (only in points)	<b>CO1</b>
Q4	What is <b>one primary</b> difference between KPIs and Metrics? Provide a suitable example of KPI and Metric to justify the difference.	<b>CO3</b>
Q5	Write a short introduction of <b>any two</b> of the following with their <b>two</b> strengths and <b>two</b> limitations (a) SMS (b) USSD (c) Voice XML (d) WAP	<b>CO3</b>
Q6	Differentiate between conversion and conversion rate.	<b>CO4</b>
<b>SECTION B</b>		
<p><b>1. Each question will carry 10 marks</b>  <b>2. Instruction: Write short / brief notes</b></p>		
Q7	Differentiate between web analytics and mobile analytics. What are the advantages and importance of mobile analytics over web analytics?	<b>CO3</b>
Q8	What are dashboards? How many types of dashboards? Provide a brief explanation.	<b>CO2</b>
Q9	“Social media objective must be aligned with the business objectives”. Do you agree with this statement? Provide a proper justification for your answer with suitable examples. Provide at least two examples	<b>CO4</b>

Q10	What are social signals? Explain its potential and role in achieving the business objectives.	<b>CO3</b>
Q11	<p>What is competitive intelligence (CI) analysis? Explain how the data is collected for the CI analysis.</p> <p style="text-align: center;">OR</p> <p>What is purchase funnel? How many stages are there in a purchase funnel? Explain its significance with a suitable example.</p>	<b>CO2</b>
<p><b>SECTION C</b></p> <p><b>1. Each Question carries 20 Marks.</b></p> <p><b>2. Instruction: Write long answer.</b></p> <p><b>3. Attempt any one question.</b></p>		
Q12	<p>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?</p> <p>--OR--</p> <p>Social media have been adopted by many businesses. More and more companies are using social media tools such as Facebook and Twitter to provide various services and interact with customers. As a result, a large amount of user-generated content is freely available on social media sites. To increase competitive advantage and effectively assess the competitive environment of businesses, companies need to monitor and analyze not only the customer-generated content on their own social media sites, but also the textual information on their competitors' social media sites. Discuss and compose your approach to achieve following objectives with respect to three largest fast food restaurant chains: McDonald's, Burger King and KFC.</p> <p>a) To help companies understand how to perform a social media competitive analysis. <b>[10]</b></p> <p>b) To transform social media data into knowledge for decision makers and e-marketers. <b>[10]</b></p>	<b>CO5</b>