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 b) Reach and engagement c) Impressions and click-through 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	2	CO1
	c) Define the ideal customers for your businessd) Drive more traffic to your website		
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 b) Unique visitors c) Users 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 b) Email marketing campaigns c) Social media campaigns d) Television advertising campaigns	2	CO3

Q 15	 a) Differentiate analysis and analytics with proper examples. (5+5=10 marks) b) Differentiate social media analytics and web analytics with proper examples. 	10	CO1
	SECTION-C		
Q 14	Define the three stages of marketing.	5	CO4
Q 13	Discuss four types of social analytics.	5	CO2
Q 12	Explain the following terms with the help of examples: a) A/B testing b) Clickbait	5	CO1
Q 11	Discuss the names of 5 tools used for social media analytics.	5	CO4
	SECTION B		
	a) Google Analytics can be used for both social media and web analytics. b) Google Analytics was first originated by Google.	2	CO4
Q 10	asset. True/ False: a) Google Applyties can be used for both social media and web applyties.	•	CO4
Q9	 a) is the potential percentage of loss to a specific asset if a specific threat is realized. b) is the monetary value expected from the occurrence of a risk on an 	2	CO3
Q 9	a) DDM b) CTR Fill in the blanks:	2	CO1
Q 8	a) ROI b) CPC Write full form of the following:		
Q 7	Write full form of the following:	2	CO3
Q 6	Write full form of the following: a) BC&DRP b) CBA	2	CO2
	b) CLV is truly customer-centric c) It is typically easier to perform a CPA analysis d) CLV encompasses online and offline customer touchpoints and uses back-office data e) All of the above		
	B) What is the biggest difference between CPA and CLV analysis a) CPA is more appropriate for short term, tactical optimization	2	CO3
	 a) The last point in the sales cycle before the customer purchase b) The last date on which a new customer clicked to your website c) The channel that received the most amount of clicks in the sales cycle d) The channel that sent the user to your website immediately before the sale 		
Q 5	d) It requires much more traffic to get results than multivariate testing A) Last-click attribution is defined as:		
	B) Which of the following is a disadvantage of A/B testing? a) It is limited to simple changes b) It is limited to groups that have lots of resources to get started c) It requires lots of prep time to get started	2	CO1
	the most to your e-commerce revenues? a) All Pages b) All Traffic c) Landing Pages d) E-commerce overview		
Q 4	A) Which of the following reports would identify the entry pages that are contributing		

Q 16	Discuss the need of attribution model. Explain seven types of attribution models with proper examples and diagram.					with	10	CO2		
Q 17		t by conversions t by KPI in Ana t in Google Ana	lytics?	w will	you tracl	(5+5=	ersions through GA =10 marks) =10 marks)	?	10	CO4
				SECT	ION-D			<u> </u>		
Q 18	a) Discuss view and filters. What are the three views created for each property? Discuss types of filters also. (10 marks) b) How social media analytics can be used in Education sector? Explain with hypothetical example. (5 marks)						15	СОЗ		
Q 19	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. Note: Don't write the answers directly. All the calculations should be clearly done in your answer sheets. Asset Threat Asset Value EF SLE ARO ALE Network Operations Center Fire \$500,000 0.45 0.2 Web Data Virus \$150,000 0.33 1 Customer Data Disclosure \$250,000 0.75 0.66 OR 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) 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						e in nce, s.	15	CO2	
	(5 marks)									