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UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, December 2017

Program: B.Tech CSE (BAO)
Subject (Course): Mobile Analytics
Course Code :CSIB 458
No. of page/s:

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

- **All Questions are compulsory.**

Section A (20 Marks)

- Q1. List various tools available in market for email tracking along with features.
- Q2. Describe how Mobile-first Mindset takes Analytics to another level?
- Q3. Describe the use of Click Path Report in Mobile Analytics.
- Q4. What is basic purpose of DNS? Name the entities of RDNS.

Section B (40 Marks)

Q5. Elaborate:

1. Dashboard
2. Universal Analytics
3. AdSense
4. Adword

- Q6. Explain and support the use of Usability Analytics to enhance customer experience.
- Q7. How Referrer tracking helps business?
- Q8. Explain various data functionalities.

Section C (40 Marks)

- Q9. Explain Firebase platform in context of Mobile Analytics. Also, depict a scenario where we can use firebase platform for our business. Write down pros and cons.



Q10. Prove the given points with proper example:

The Five Most Common Lies about Mobile Analytics:

1. Mobile Analytics are Woefully Inaccurate.
2. You Need Special Hardware or Software to Measure Mobile.
3. Measuring Mobile Visitors is Intrusive.

OR

The Truth about Mobile Analytics:

1. Like Web Analytics, Mobile Analytics is Hard.
2. Integration with Fixed-Web Analytics is Critical.
3. You Need to Prepare for Digital Ubiquity.

