



**UNIVERSITY OF PETROLEUM & ENERGY STUDIES
DEHRADUN**

End Term Examination – April, 2018

Program/course: MBA (BA)
Subject: Social and Web Analytics
Code : DSBA 8009
No. of page/s: 7

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

(Please answer the questions **IN CONTEXT**)

Section – A

Q1. Select the appropriate answers(s):

(20 x 2 = 40)

1. What setting must you enable to see data in Demographics and Interests Reports?
 - a) Content Grouping
 - b) Advertising features
 - c) User permissions on the view
 - d) In-Page Analytics
2. Which report would best help you identify potential browser issues with your website traffic?
 - a) The Active Users report
 - b) The New vs Returning report
 - c) The Browser & OS report
 - d) The Source/Medium report
3. How could you discover whether users were viewing your website on mobile devices?
 - a) The Exit Pages report under “Site Content”
 - b) The Landing Page report under “Site Content”
 - c) The Engagement report under “Behavior”
 - d) The Devices report under “Mobile”

4. For each user who comes to your site, Google Analytics automatically captures which of the following Traffic Source dimensions?

- a) Campaign and Keyword
- b) Keyword and Ad Content
- c) Source and Medium
- d) All of the above

5. Which of the following is a “source” in Google Analytics?

(select all answers that apply)

- a) googlemerchandisestore.com
- b) (direct)
- c) Google
- d) Email

6. Which of the following is a “medium” in Google Analytics?

(select all answers that apply)

- a) Organic
- b) CPC
- c) Referral
- d) mail.google.com

7. Which of these are channels available in the default Channels report?

(select all answers that apply)

- a) Organic Search
- b) Direct
- c) Display
- d) Device

8. Which report can show you how well particular sections of your website content performed?

- a) Location report
- b) Content Drilldown report
- c) Frequency and Recency report
- d) Top Events report

9. Which report lists the pages of your website where users first arrived?

- a) Landing Pages report
- b) All Pages report
- c) Exit Pages report
- d) Pages report under Events

10. Which report should you use to check if users are exiting from important pages on your website?

- a) Landing Pages report
- b) All Pages report
- c) Exit Pages report
- d) Pages report under Events

11. What are the three different campaign tags that Google Analytics requires for accurate campaign tracking?

- a) Medium, Source, and Content
- b) Medium, Source, and Campaign
- c) Campaign, Content, and Term
- d) Source, Content, and Term

12. Which of the following is NOT a standard Google Analytics campaign parameter?

- a) utm_adgroup
- b) utm_source
- c) utm_medium
- d) utm_content

13. If you would like to quickly generate campaign tags for tracking, what tool should you use?
- a) The Measurement Protocol
 - b) The Segment Builder
 - c) The URL Builder
 - d) The Goal Selector
14. Which of the following is the correct format for a custom campaign parameter added to a URL?
(select all answers that apply)
- a) www.googlemerchandisestore.com/?utm_campaign=fallsale
 - b) www.googlemerchandisestore.com/?utm_campaign=fallsale
 - c) www.googlemerchandisestore.com/?utm_campaign=fall_sale
 - d) www.googlemerchandisestore.com/?utm_campaign = fall sale
15. Which of the following are examples of Goals in Google Analytics?
(select all answers that apply)
- a) Making a purchase
 - b) Signing up for a newsletter
 - c) Completing a successful Google search
 - d) Submitting a contact information form
16. When you create a Goal in Google Analytics, you must set up a funnel visualization.
- a) True
 - b) False
17. If the Google Merchandise Store sets up a URL goal of “/thankyou” and a Match Type of “Begins with”, which of the following pages on www.googlemerchandisestore.com will count as goals?
- a) [/thankyou.html](http://www.googlemerchandisestore.com/thankyou.html)
 - b) [/thankyou.php](http://www.googlemerchandisestore.com/thankyou.php)
 - c) [/thankyou/receipt.php](http://www.googlemerchandisestore.com/thankyou/receipt.php)

d) All of the above

18. AdWords lets users advertise on which properties?

(select all answers that apply)

- a) Google Search
- b) Google Display Network
- c) DoubleClick Campaign Manager
- d) Google AdSense

19. Auto-tagging is the process in which AdWords can automatically tag your AdWords URLs.

- a) True
- b) False

20. Which of the following AdWords reports in Google Analytics should you use to investigate optimizing conversions by modifying bidding based on users' location?

- a) Campaigns
- b) Keywords
- c) Bid Adjustments
- d) Destination URLs

Section B

Attempt all the question:

6X5=30

Q2. Defining “digital analytics” and explain why it’s important.

Q3. Describe the Analytics account structure with the help of diagram.

Q4. Differentiate between the following:

- a) New versus Returning user

b) Dimension and Metric

Q5. Describe three different campaign tags that help to identify specific information about the campaign traffic.

Q6. Differentiate between Business goals and Google Analytics Goals.

Q7. Describe traffic medium and its various types.

Section C

Attempt all question:

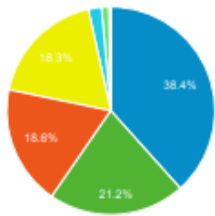
2X15=30

Q8. Describe following types of reports used in Google analytics:

- a) Audience report
- b) Acquisition report
- c) Behavior report

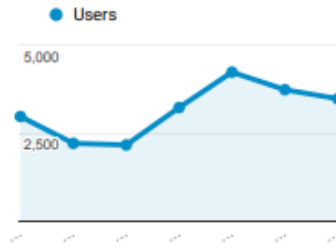
Q9. Write the interpretation of the given Google analytics report:

Top Channels

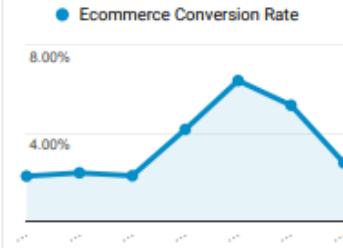


- Organic Search
- Social
- Direct
- Referral
- Affiliates
- Paid Search
- Display
- (Other)

Users



Conversions



	Acquisition			Behavior			Conversions		
	Users ↓	New Users ↓	Sessions ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓	Ecommerce Conversion Rate ↓	Transactio... ↓	Revenue ↓
	20,250	16,722	24,445	43.38%	4.22	00:02:25	3.86%	943	\$176,394.87
1 Organic Search	7,884			47.97%			1.17%		
2 Social	4,363			55.55%			0.32%		
3 Direct	3,830			42.61%			7.26%		
4 Referral	3,755			22.47%			9.14%		
5 Affiliates	419			52.12%			0.00%		
6 Paid Search	231			66.10%			2.40%		
7 Display	65			85.71%			2.60%		