

Name:

Enrolment No:

**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**

**End Semester Examination, May 2019**

**Program: B. Tech. – CSE + ECOM**

**Semester: VIII**

**Course : Web Social Analytics**

**Time 03 hrs.**

**Course Code: CSIB 477**

**Max. Marks: 100**

**Instructions: Attempt all questions, however internal choice is mentioned.**

**SECTION A**

S. No.		Marks
Q 1	What feature does LinkedIn offer for pay accounts? A. Ability to post pictures B. Increased abilities to connect directly and send messages to people C. Ability to post in Groups and create a Group D. Ability to block users	2
Q 2	Which of the following would be leveraging both social network and traditional marketing? A. Handing out print advertisements with a coupon for a store B. A print advertisement in a magazine which drives people to a website where there is a free trial offer C. Posting an advertisement on a message board D. Hosting a video ad on YouTube not otherwise seen elsewhere	2
Q 3	Why is it important to post to a blog regularly? A. It reduces the cost per blog post B. Keep readers engaged and also gives search engines content to index C. It gives the social media marketing specialist something to do D. It allows more chances for the company to put down the competition	2
Q 4	How can a company use the same material for both traditional and social network marketing? A. Posting a luring comment on Twitter to the company site B. Selling ad space on the company website C. Utilizing a television ad campaign online as well on their site and sites such as YouTube (Answers) D. Creating a magazine print ad with the company website	2
Q 5	Why is it important to have a company blog hosted on the company web domain versus a third party blogging site? A. Required by law B. Search engine rankings will include hits on the blog as part of the overall website hits C. Requires less effort to maintain D. Cannot be hacked easily	2
Q 6	What is the general purpose of posting a video blog routinely to YouTube? A. It allows the company to hard sell its products	2

	<p>B. It allows the company to drive website traffic to its blog</p> <p>C. It can be used to disperse the company contact information</p> <p>D. It allows followers to create a personal connection with the employees of the company</p>	
7	<p>The closest equivalent to an individual using a website is:</p> <p>A. a unique visitor.</p> <p>B. visit duration.</p> <p>C. a page impression.</p> <p>D. a visitor session.</p>	2
8	<p>What is typically proportional to pages per visitors?</p> <p>A. Visit duration.</p> <p>B. A visitor session.</p> <p>C. A unique visitor.</p> <p>D. A page impression.</p>	2
9	<p>A hit is not a useful measure for determining the number of visitors to a website.</p> <p>A. True</p> <p>B. False</p>	2
10	<p>In browser or tag-based measurement system, visits to each page are recorded since each page is loaded into a user's web browser through the running of a short script, program or tag inserted into the web page.</p> <p>A. True</p> <p>B. False</p>	2
11	<p>Site reach is an example of e-commerce effectiveness measure in the category of _____.</p> <p>A. channel satisfaction</p> <p>B. channel promotion</p> <p>C. channel contribution</p> <p>D. channel outcomes</p> <p>E. None of the above.</p>	2
12	<p>Number of sales or leads is an example of e-commerce effectiveness measure in the category of _____.</p> <p>A. channel outcomes</p> <p>B. channel promotion</p> <p>C. channel satisfaction</p> <p>D. channel contribution</p> <p>E. None of the above.</p>	2
13	<p>AB Testing is a measurement approach that can be used to:</p> <p>A. optimise a landing page design.</p> <p>B. modify a menu name on a navigation bar.</p> <p>C. improve a data capture form.</p> <p>D. improve the effectiveness of a promotional graphic in a website container.</p> <p>E. None of the above.</p>	2
14	<p>Conversion rate is measure that can be used to:</p> <p>A. optimise a landing page design.</p> <p>B. modify a menu name on a navigation bar.</p> <p>C. improve the effectiveness of a promotional graphic in a website container.</p>	2

	<p>D. improve a data capture form.</p> <p>E. All of the above.</p>	
215	<p>_____ is the online metrics collection method which involves analysis of pages and content downloaded from a website to a user's browser.</p> <p>A. Panel and demographic data</p> <p>B. Server-based log-file analysis</p> <p>C. Online survey</p> <p>D. Browser-based or tag-based web analytics</p> <p>E. None of the above.</p>	2
16	<p>_____ is the online metrics collection method which involves gaining direct user feedback on a website.</p> <p>A. Browser-based or tag-based web analytics</p> <p>B. Panel and demographic data</p> <p>C. Server-based log-file analysis</p> <p>D. Online survey</p> <p>E. None of the above.</p>	2
17	<p>What success factor for effective management of a website involves the right responsibilities for different content management roles such as authoring, reviewing and testing?</p> <p>A. Technology.</p> <p>B. People.</p> <p>C. Metrics.</p> <p>D. Process.</p> <p>E. None of the above.</p>	2
18	<p>Which ONE of the following is based on user-generated media, mainly investigating earned media?</p> <p>A. Web site analytics</p> <p>B. Social media monitoring</p> <p>C. Log file analysis</p> <p>D. Web counters</p>	2
19	<p>The objectives for web analytics are likely to concern:</p> <p>A. Facebook messages</p> <p>B. Personal Blog activity</p> <p>C. Social Media ROI</p> <p>D. Measurement of web site performance</p>	2
20	<p>Which of these extracts information from user generated content for further scrutiny?</p> <p>A. JavaScript Tagging</p> <p>B. A/B Testing</p> <p>C. Web-scraping software</p> <p>D. MROCs</p>	2
21	<p>Which of the following is the odd one out?</p> <p>A. Share of conversation</p> <p>B. Bounce rate</p> <p>C. Impressions</p> <p>D. Visitors</p>	2
22	<p>Which ONE of the following is mainly used in Web Analytics and is free of charge?</p>	2

	<ul style="list-style-type: none"> <li>A. Google Analytics</li> <li>B. Radian6</li> <li>C. AlteranSM2</li> <li>D. Social Radar</li> </ul>	
223	<p>Three variables are necessary when tracking your social media performance on Google Analytics:</p> <ul style="list-style-type: none"> <li>A. Campaign variable</li> <li>B. Medium variable</li> <li>C. Source variable</li> <li>D. All of the above</li> </ul>	2
24	<p>One way on Google Analytics to tell if your site visitors are clicking on social media icons on your site is by?</p> <ul style="list-style-type: none"> <li>A. OnClick tracking</li> <li>B. Click tracking</li> <li>C. Event tracking</li> <li>D. Audience tracking</li> </ul>	2
25	<p>Can you track with Analytics things such as share of voice, influence, or popularity?</p> <ul style="list-style-type: none"> <li>A. Yes</li> <li>B. No</li> </ul>	2
26	<p>Meltwater buzz or Sprout Social is an example of ?</p> <ul style="list-style-type: none"> <li>A. Social Media Network</li> <li>B. Social Media Tool</li> <li>C. Social Media Monitoring Service</li> <li>D. None of the above</li> </ul>	2
27	<p>In Doug's analogy of Hear, See, and Tell, an example of Analytics able to "hear" social media is through</p> <ul style="list-style-type: none"> <li>A. Data collection</li> <li>B. Page tagging</li> <li>C. Campaign tracking</li> <li>D. All of the above</li> </ul>	2
28	<p>Judy, an international speaker &amp; author, recently tweeted a picture of her new running shoes that she bought from Zappos. Seeing that picture, couple of Judy's followers also went online to Zappos to buy the same shoes. This social media behavior can also be described as:</p> <ul style="list-style-type: none"> <li>A. Social Media Conversation</li> <li>B. Social Media Marketing</li> <li>C. Social Media Influence</li> <li>D. Social Media Conversions</li> </ul>	2
29	<p>Which of the following does not appear as a metric in Google Analytics reports?</p> <ul style="list-style-type: none"> <li>A. Pageviews</li> <li>B. Browser</li> <li>C. Average Page Load Time</li> <li>D. Average Visit Duration</li> </ul>	2
30	<p>Log file based web analytics is a client side data collection method</p> <ul style="list-style-type: none"> <li>A. True</li> <li>B. False</li> </ul>	2

Q 31	<p>Discuss the impact, importance and benefit of social media.</p> <p style="text-align: center;"><b>OR</b></p> <p>Discuss the Google Analytics process and explain the basic elements of google analytics.</p>	<b>10</b>
Q 32	<p>Explain how to monitor social media to prevent a fake news.</p> <p style="text-align: center;"><b>OR</b></p> <p>Write a short note on</p> <ol style="list-style-type: none"> <li>1. Open Web Analytics (OWA)</li> <li>2. Crazy EGGs</li> </ol>	<b>10</b>
Q 33	<p>Explain the impact of social media in modern business.</p> <p style="text-align: center;"><b>OR</b></p> <p>Illustrate how to analysis website traffic? Explain search and keyword analysis.</p>	<b>10</b>
Q 34	<p>Write a short note on</p> <ol style="list-style-type: none"> <li>1. Keyword Research</li> <li>2. Social Outreach</li> <li>3. Content Creation and Optimized Titles</li> <li>4. Social Media Distribution</li> </ol>	<b>10</b>