


Name:	
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Supplementary Examination, July 2020

Course: Social & Web Analytics

Semester: VI

Program: BBA –Digital Marketing

Time: 03 Hours

Course code: BBCI145

Max. Marks: 100

Instructions:

SECTION A

(20 Marks)

		Marks	CO
Q1	The data which do not intersects with each other can be referred as?	02	CO3
Q2	What is the nature of Google Analytics code?	02	CO1
Q3	How much time does it take to reflect data in GA after Code implementation?	02	CO2
Q4	Bounce rate is when people exit from the same page they entered, provided that ___?	02	CO4
Q5	What to improve if I have high CTR but low conversion?	02	CO4
Q6	Cookies are written in _____ code.	02	CO6
Q7	Can Analytics also capture data like name, email id etc.?	02	CO5
Q8	What makes an analyst better? Collection, Configuration or reporting?	02	CO5
Q9	Mention 1 criteria for terminating a session duration.	02	CO4
Q10	What is the maximum number of cookies a website can drop?	02	CO4

SECTION B

(20 Marks)

Q1	Define and explain Analysis, Analytics and Web Analytics with example?	05	CO5
Q2	What are Accounts, Properties and Views?	05	CO4
Q3	How a collection process takes place in web analytics?	05	CO2
Q4	What is a Filter? How it can be applied on a view.	05	CO5


SECTION-C

(30 Marks)

Q1	How Google Analytics works? Explain the Collection process in detail using diagram	10	CO6
Q2	A “ View ” is everything and is sensitive. How Date range, Goals, Filters, Segments and events plays a vital role to use a VIEW to its maximum potential?	10	CO3
Q3	A website session starts at 11:45pm and browsed continuously for 35 minutes, after that the situation is idle for next 20 minutes and again the browsing activity starts and get terminated at 1:30am.	10	CO4

	Based on the above scenario explain the following: a. What are sessions? b. How a session is counted, what are the conditions of a session to terminate. c. According to the above scenario, count the total number of session and explanation for the same.		
SECTION-D (30 Marks)			
Q1	What can be done with the analytics data? Turn all the stones to provide a deeper and wider aspects on how it can help businesses overall. Explain with Cohort analogy.	30	CO6

SET 2

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UNIVERSITY OF PETROLEUM AND ENERGY STUDIES			
End Semester Supplementary, July 2020			
Course:	Web and Social Analytics	Semester:	VI
Program:	BBA – Digital Marketing	Time:	03 Hours
Course code:	BBCI145	Max. Marks:	100
Instructions:			
SECTION A			(20 Marks)
		Marks	CO
Q1	The thing an analyst can't control in web analytics is?	02	CO1
Q2	What makes an analyst better?	02	CO2
Q3	KPI stands for?	02	CO4
Q4	The count of traffic of a website is calculated using which metrics?	02	CO3
Q5	The analytics code in Twitter and LinkedIn is known as?	02	CO5
Q6	Global data/ universal data is also known as?	02	CO2
Q7	The tracking module was developed by a person named ____?	02	CO4
Q8	CTR is also termed as ____?	02	CO4
Q9	The total traffic is calculated using which metrics?	02	CO1
Q10	Name Facebook tool to measure data for analytics.	02	CO6
SECTION B			(20 Marks)
Q1	What is Attribution Model. Explain all six.	05	CO4

Q2	Which data are important from a social media stand point?	05	CO5
Q3	Create all events in web analytics and explain the same.	05	CO3
Q4	How Social Analytics helps for personal and professional growth?	05	CO6
SECTION-C (30 Marks)			
Q1	Explain “Collection” Process in detail.	10	CO2
Q2	How an “ Event ”, works in Facebook environment for a business website?	10	CO6
Q3	What are Accounts, Properties and Views? Hence Explain: UA-12345-2.	10	CO3
SECTION-D (30 Marks)			
Q1	<p>What can we do with the analytics data, Explain?</p> <p>Also, give explanation for Goals and Filters, why do we need it?</p> <p>Hence, explain different types of Goals and Filters available within Google Analytics with appropriate examples.</p>	30	CO6